

August, 1958

he Carolina Farmer

★ OWNED AND CIRCULATED BY NORTH
CAROLINA'S RURAL ELECTRIC COOPERATIVES

A DIVORCE FOR REA?
Benson nagging causes talk

CONCRETE FARROWING
Top hogs in Northampton



Electric Brooding is Better

and cheaper than gas, Four County members discover

Serve 'em all

... Rich or poor ... Big or small

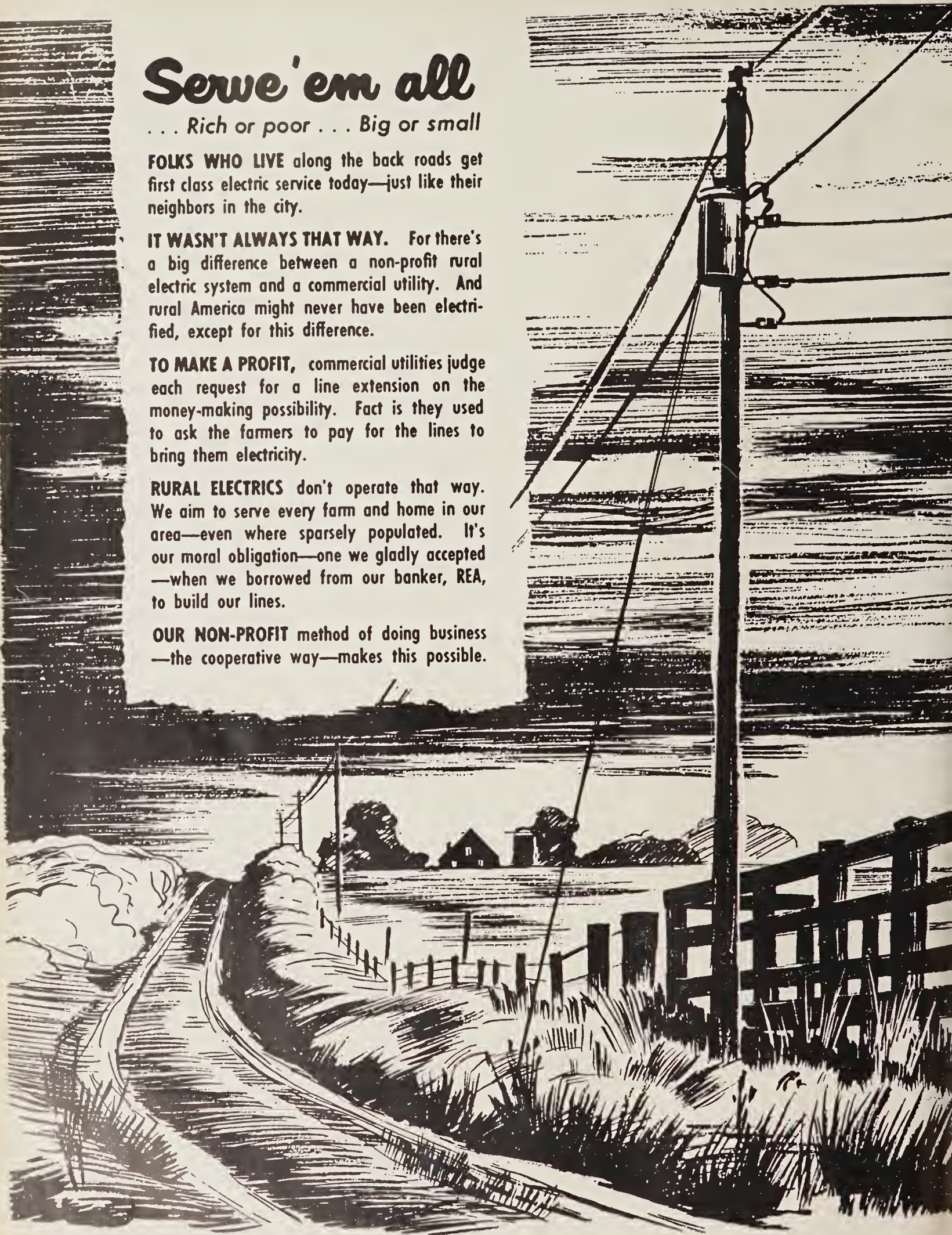
FOLKS WHO LIVE along the back roads get first class electric service today—just like their neighbors in the city.

IT WASN'T ALWAYS THAT WAY. For there's a big difference between a non-profit rural electric system and a commercial utility. And rural America might never have been electrified, except for this difference.

TO MAKE A PROFIT, commercial utilities judge each request for a line extension on the money-making possibility. Fact is they used to ask the farmers to pay for the lines to bring them electricity.

RURAL ELECTRICS don't operate that way. We aim to serve every farm and home in our area—even where sparsely populated. It's our moral obligation—one we gladly accepted—when we borrowed from our banker, REA, to build our lines.

OUR NON-PROFIT method of doing business—the cooperative way—makes this possible.





the Carolina Farmer

Volume 13

August, 1958

Number 8

Dear Reader:

A TENNESSEE AD MAN and columnist recently charged that "farmers just want electricity, not Ellis." Clyde Ellis is head of the National Rural Electric Cooperative Association, recognized even by its critics as one of the most effective of all consumer groups operating in Washington. The advertising man had his dander up because the organization that Ellis manages helped force the power companies to pay for political propaganda out of stockholders' profits, not out of ratepayers' grocery money, and not at the expense of other taxpayers. Now it may be that farmers don't know who Clyde Ellis is, and therefore may conclude that they don't want Clyde Ellis or NRECA, "just electricity." It would be a dangerous conclusion, for there's overwhelming evidence that they can't have one without the other. In the absence of a national organization, and a man of Ellis's honesty and capabilities to manage it, rural electrification right now would be dying; instead it is waging a successful fight against interests that would profit by its collapse.

THE VALUE OF NRECA was clearly demonstrated last spring when the President and his Department of Agriculture requested only \$150,000,000 in loan funds for REA during the next fiscal year. Now, what one of us, sitting in our own small community, is smart enough to say that's only half enough money to do the job next year? None, of course. But the rural people some years back were smart enough to recognize the need of staffing their own national organization with men who could challenge unkindly Presidents or their assistants, and make it stick.

NRECA's research and legislative staff dug out the facts and presented them to Congress. As a result, Congress doubled the figure that the President had requested. Closer home, this means that your cooperative will be able to do the job it was created for.

OUR TENNESSEE COLLEAGUE'S reasoning is about as naive, if not as touching, as that of our little diabetic friend who just wants to play, not take shots of insulin. Unfortunately, she can't have one without the other.

J. C. Brown, Jr.
Editor

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Co-ops win a round in Knob Hill dispute, but—

ABOUT THE COVER—At this moment, we don't know how the color will look on Ralph Mill's picture of Euit Parham, a French Broad EMC member. But he sure looked like a thirsty farmer in the original black and white photograph. As one of 40 farmers participating in a TVA pilot watershed project in the Parker's Branch valley of Buncombe County, Parham is better acquainted with water than most of us. For several years State College and TVA have been studying cropping and problems in the area.



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the FRONT PORCH of Farming in N.C.

Some inspiration from neighbors
and advice from friends



TIME TO TELL

Examine your trees now to see whether they need thinning. If you wait until the leaves fall, it will be hard to determine what needs pruning. Most authorities recommend late winter and early spring pruning, since wounds heal faster then, but the Extension Service's John Harris says moderate pruning can be done anytime.

SALE

The fourth annual State Market Hog Show and Sale will be held August 20 at the State Fair Grounds. Hogs must be entered on August 19.

FREE-LOADERS

J. H. Lamm, Jr. of Nashville recently got a home demonstration in the value of culling hens. He pared his flock of 885 hens down to 735. The next day he gathered 15 more eggs, despite the loss of 150 hens. "Just think of all the feed I wasted on the culls," he moaned.

IN BEHALF OF GRASS

Actively growing green pasture is an excellent source of nearly all the vitamins necessary to animal health, according to a Kansas State College expert. He points out, however, that pasture plants are apparently very low in vitamin B-12 and Vitamin D. He claims that the animals on pasture get enough Vitamin D from sun days.

BIG HERDS BETTER

It takes almost 129 hours a year to care for each cow in a 10-cow herd, but only 80 hours per cow in a 30-cow herd. USDA discovered this in a one-year study of Minnesota herds. It also reported that milking parlors are big time-savers. And they make possible the installation of pipeline milkers at lower cost than in a stanchion barn. It takes longer to tend the herd in winter than in summer, the scientists reported. Best bets for winter time-saving are such devices as silo unloaders and gutter cleaners, and storage of baled hay near feeding racks.

SOLVED

P. P. Renfrow, blue berry grower of Fair Bluff, has designed a berry picking box that almost eliminates bruised fruit. The box has a hinged bottom, held by a strong rubber band. When the box is filled, the bottom is opened and the berries roll gently into another container.

SOMETHING ON THE SIDE

J. E. Little, Stanley County 4-H'er, says his family will side-dress all their cotton this year. Last year the Littles divided a four-acre field in half, applied 100 pounds of cal nitro per acre as a side-dressing to one plot, and nothing "on the side" to the other. The two acres with the extra nitrogen yielded 350 pounds more than the other plot.

WHICH COMES FIRST?

Most farmers get interested in livestock and then plan some pastures to support it. Not Vance Kiser of Rural Hall, Route 1. He has 15 acres of Ladino-orchard grass pasture next to a farm pond, and he hardly knew what to do with it; his two mules and a cow hardly made a dent in the lush growth. Kiser bought 15 western ewes and a ram, which should keep the pasture from taking over the place.

TOPS

There may well be more silos per dairy in Madison County than anywhere else in the state. Only four of the county's 44 dairy farmers try to winter cows without silage. County Agent Harry Silver reports that Madison dairymen increased their income by \$63,000 last year as a result of improved winter feed, pastures, cows, and management. Garrison Payne, whom we wrote about several months ago, is quoted by Silver as saying, "You may as well quit milking when the silage runs out."

NOT SO GOOD

Green or immature soybeans are not satisfactory as a protein supplement for swine, according to the North Dakota Experiment Station.

ASC Time Table

Soil Bank payments totaling over \$31,000,000 in North Carolina will be nearly completed by ASC county offices during August. Payments for the Acreage Reserve will total \$30½ million and for Conservation Reserve, \$800,000.

The Department of Agriculture has already announced plans for the 1959 Conservation Reserve Program. No funds will be requested for a 1959 Acreage Reserve program, which will be dropped.

ASC county offices all over the state are now accepting applications from farmers for needed conservation practices that can be carried out this fall under the ACP. Farmers desiring to carry out practices requiring the application of lime, planting of forest trees, or the use of construction equipment, should anticipate their needs in order that sufficient lime and tree seedlings will be on hand at planting time, and to permit contractors to schedule use of construction equipment.

Flue-cured tobacco farmers will be allowed seven days from the date on their notice of planted acreage to notify the ASC County Committee whether they intend to request remeasurement or dispose of excess. After this seven-day period, flue-cured tobacco farmers must sell their tobacco on a red marketing card. On all other commodities this same seven-day limitation prevails; however, where that deadline is exceeded there is a cash penalty involved, but farmers can still request remeasurement or disposition after the seven-day deadline, provided that they pay this penalty and signify their intention before the announced deadline for the commodity.

Do you know—

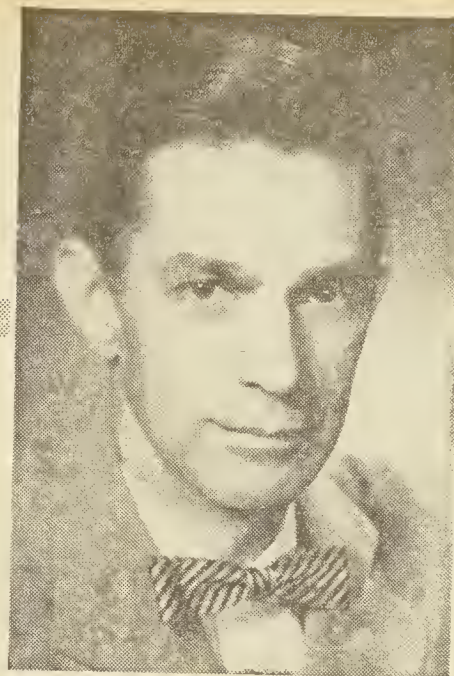
Why some Electric Membership Corporations operate cars with permanent license plates?

The North Carolina Legislature granted the non-profit rural electric cooperatives the same tax status as non-profit municipal electric systems, reasoning that if it is right for townspeople to incorporate and provide themselves with non-profit electric service, it is right for country people to do the same. Vehicle of municipal electric systems bear permanent license plates.

In the **O**pinion *of*

JOHN H. HARRIS

*Head, Extension Horticulture Department
N. C. State College*



FARMERS MUST SPECIALIZE TO SUCCEED IN COMMERCIAL HORTICULTURE

Anguished by the failure of traditional cash crops to sustain farm income, many North Carolinians believe we can find the end of our rainbow in a garden of fruits, flowers, and vegetables. Like most pots of gold, this one won't be easily or quickly found, and it won't be large enough to dispel all of our money worries. Nevertheless, horticultural production can add a great deal more to the wealth of our state.

We are producing about \$170 million worth of raw horticultural products. Within 10 to 20 years we should be able to increase this to \$300 million. If this is to be our goal, we should recognize the obstacles.

There is no shortage of fruits and vegetables. Any expansion that North Carolina makes in these crops will come at the expense of growers in other areas. There are no controls and no supports. Competition is keener, and efficiency more imperative, than in most other farm enterprises. Our marketing system is rather poor. Our yields are low compared with California's (our largest competitor), and we have quantities of poor quality produce, much of which is badly handled and packaged.

But there are conditions which favor our horticultural expansion. We are within 500 miles of half the population of the United States, giving us a tremendous advantage in shipping cost over the West Coast. We have a varied climate, good soil, and generally the right conditions for producing

a wide range of vegetables and fruits over a long period of time.

If we are to exploit our natural advantages, there must be a basic change in the attitude of many producers:

Growers must think of fruit and vegetable production as an exacting business, not a sideline and not an "in-and-out" business. They must be prepared to stick.

We must be constantly striving for higher yields and quality; many of us are still bringing to local markets a few bushels of tomatoes or potatoes that are unwashed, ungraded, and unwanted.

Growers must specialize more and more, and this requires relatively large units in order to achieve economic soundness. This is true of sellers, too. There are too many people trying to sell small lots of produce.

We will need to increase yields by 25% to 100%. Improved cultural practices and irrigation can accomplish such increases; irrigation for most fruit and vegetables will be required.

We must organize, especially for selling. Our organization must be large enough to assure chain store groups of a season-long supply of a quality product.

We must reduce unit cost by high yields, mechanization, chemicals, and labor-saving means.

We must recognize that it will take time to accomplish these changes, but it can be done.

John H. Harris

This column is designed to bring our readers a responsible opinion on matters of concern to them. It is not necessarily the opinion of the editors on this subject.

MAIL



BOX

We have recently moved from Jefferson to the state of Virginia so no doubt this eliminates us rather automatically

from your subscription list. We have enjoyed your magazine very much and shall miss its visits.

F. R. Boggs
Luray, Virginia

Readers who move from the lines of a subscribing cooperative may continue to receive the Carolina Farmer through individual subscriptions (60c a year)—EDITOR.

Dogwood Tree
In your April issue of the Carolina

Farmer, there was a poem entitled, "Legend of the Dogwood Tree," which interested me very much.

While I was away from home, this copy of the Farmer got misplaced. Would you please send me a copy of the poem?

I am a regular reader of the Carolina Farmer, and am a member of the Woodstock Electric Membership Corporation.

Mrs. B. Bowen
Plymouth, Rt. 1

Blessing of Water

We have been reading the Carolina Farmer for many years, but the best thing I have read yet is "Mama Won a Water System." (CF, July)

We own a little home here, but we don't have running water. We have a well on the place, which furnishes all the water we have, but the well isn't deep enough. We have a chain and old bucket we send down and draw up water to carry to our two cows.

The greatest blessing that any woman can have is running water in her kitchen. I live here and carry gallons of water to wash clothes and wash cans for canning berries and my garden stuff.

I like the Carolina Farmer.
Mrs. W. W. Blackburn
Crumpler

Weddings

I am planning to be married in August and would like to have some help from you. I have decided to have an after-service wedding. I want it to be plain and inexpensive.

Here are a few questions I would like answered:

(1) What type of dress should I wear? (2) I don't want to have any attendants, but I want my mother and his mother to be ushered to the front of the church. Is it all right? (3) What type of corsage should I have? (4) Who keeps the rings during the ceremony since I am not planning to have a best man?

Carolyn Vancannon
Stanfield, Rt. 2

(1) Actually, the choice of the dress is that of the bride. However, it is appropriate to wear a simple, trim dress for this type of service. Fancy party dresses are not in line with the after-service ceremony. The fancy touches can be added in the bride's bonnet and flowers. (2) Certainly, the mothers can be ushered to the front of the church. This can be arranged with the minister and church ushers. (3) The bride should please

(Continued on Page 17)

MORE WATER

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- can't freeze • never needs oil
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Convertible Champion* Jet

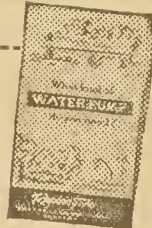
The Rapidayton Convertible Champion has the same outstanding high quality construction as the Dolphin. It is a single-stage system which can be converted from a shallow well to one 80 feet deep without additional pump parts. Capacities to 740 g.p.h. Meets FHA requirements. See it at your dealer's.

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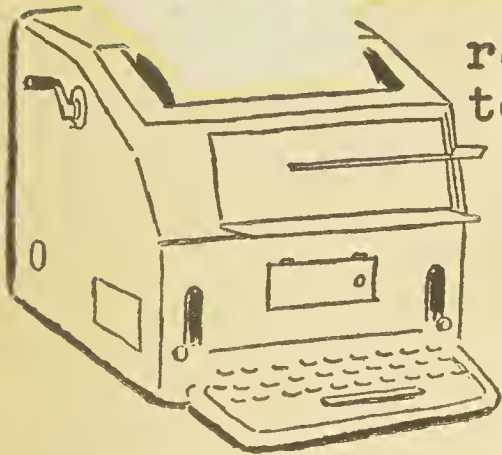
CITY _____ COUNTY _____ STATE _____

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*TRADEMARK (PAT. PENDING ON DOLPHIN)

We participate in the "Tarheel Plan" Water System program.

BRIEF



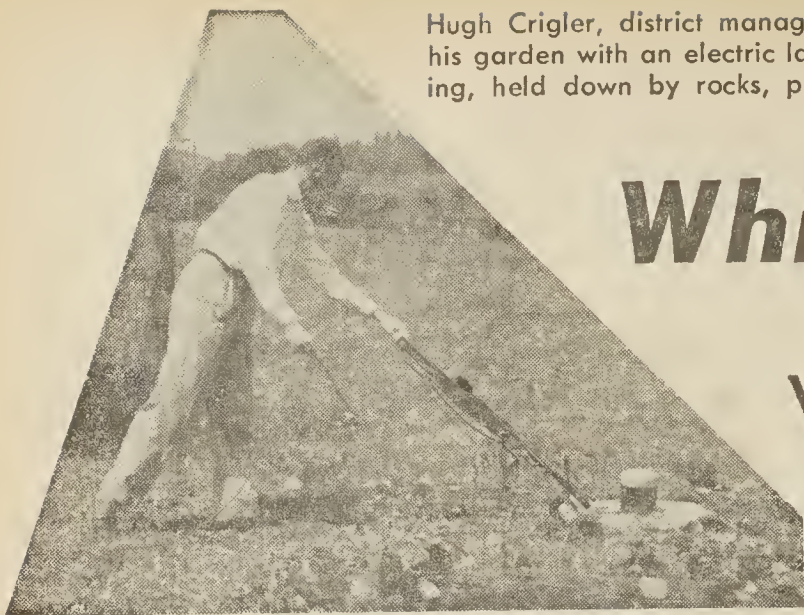
reports on events of importance
to rural electric co-op members

PEE DEE ELECTRIC MEMBERSHIP CORPORATION has edged out Carolina Power & Light Company for a first round decision in the Knob Hill dispute. At a hearing in Rockingham on July 21, Judge Hubert Olive continued a restraining order until the October term of Superior Court. His action restrains CP&L from serving any co-op member in Knob Hill, a development of 66 residences recently annexed by the Town of Rockingham, with the exception of Beler Dixon.

DIXON IS THE MEMBER who asked the cooperative to remove its lines, and petitioned CP&L for service. Pee Dee maintained that for CP&L to serve Dixon, or any of the Knob Hill area, is in violation of its wholesale power contract with the utility company. In that contract, CP&L agreed not to duplicate Pee Dee's lines, not to serve Pee Dee members, and not to serve anyone within 300 feet of Pee Dee's lines. CP&L subsequently undertook to serve Dixon, but last May Pee Dee obtained a court order restraining the company. Originally, only Pee Dee and CP&L were parties to the complaint; but upon petitions, Judge Olive allowed the Town of Rockingham (which enfranchised CP&L to serve the city), Raymond Treece (a non-member who has just built a home in the area and applied to CP&L for service), and Dixon, to become co-defendants with the power company. The Judge also permitted the new North Carolina Electric Membership Corporation to enter the proceedings as "a friend of the court." Bill Crisp, executive manager and general counsel of Tarheel Electric Membership Association, represented N. C. EMC at the hearing.

JUDGE OLIVE'S RULING would not prevent CP&L from serving Dixon, Treece, and future construction in Knob Hill; but the company, pending the outcome of Superior Court trial, cannot serve any other Knob Hill co-op members. Whatever the decision in Superior Court, the case will be appealed to the Supreme Court. It is viewed by both sides as an important test case, and one that may govern the future of all North Carolina co-operatives as city limits extend out into their historic territories.

THE HEARING MARKED A FIRST for the North Carolina Electric Membership Corporation, which received broad corporate powers last spring. It is an outgrowth of Eastern North Carolina Electric Membership Corporation, a generation and transmission cooperative for 17 of the state's co-ops. While empowered to generate and transmit electricity, Eastern never did; but it made a mighty contribution as a wholesale power bargaining agent for the 17 cooperatives. The new corporation, which can also generate and transmit, is empowered to accept membership from all of the state's cooperatives. Already 20 of the 32 are members, and more will join. Under the terms of N. C. EMC's corporate charter, it can render all of the services now performed by Tarheel Electric (the trade-service organization of the state's 32 cooperatives) plus others. Tarheel's incorporation does not permit it to generate and transmit electricity, or to act as wholesale power bargaining agent. N. C. EMC has a very real interest in the Rockingham case, since the outcome will test the effectiveness of wholesale power contracts, as well as other things that govern rates.



Hugh Crigler, district manager of Blue Ridge Electric, "hoes" his garden with an electric lawnmower. A black plastic covering, held down by rocks, prevents weed growth in the rows

Whipping Weather & Weeds



By C. L. OVERMAN

WEATHER and weeds are the biggest problems of the home gardener. Cool spring weather delays planting, and dry summer weather retards growth. Weeds seem to grow on the slightest provocation. Mrs. Herman Vanderford of West Jefferson handles her dry weather problems with an inexpensive irrigation system. Hugh Crigler, her neighbor and co-owner of the irrigation system, is trying to lick the cool weather and

weed problems by using black plastic as a ground covering.

The irrigation system consists of a second-hand electric water pump which pumps water from a nearby creek through a plastic pipe to a standard irrigation sprinkler set up in the garden. The entire system was bought for \$40 several seasons ago and both Crigler and Mrs. Vanderford have increased the output of their gardens with its use. Operational costs are so

low that neither the Criglers nor the Vanderfords can tell by their power bill when the pump has been on.

Each garden is 50 by 50 feet and the $\frac{3}{8}$ by $\frac{3}{8}$ -inch nozzles on the sprinkler will cover one garden at a time from a central location. "By running the system four hours a week on each garden from July on through the summer," says Crigler, "we get plenty of water to make the gardens grow."

Crigler has some good advice for

Divorce For REA

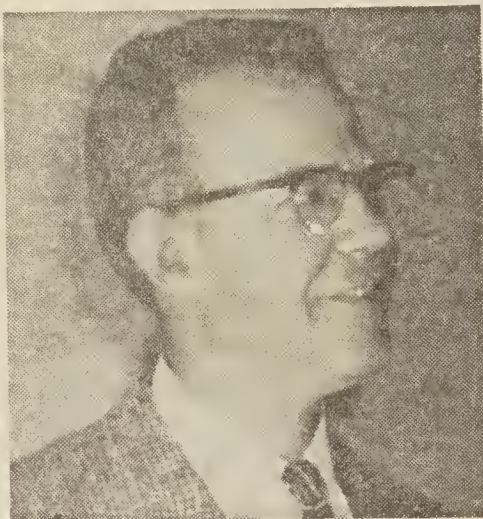
By WILLIAM S. ROBERTS
Editor
Rural Electrification Magazine

Rural America is rapidly becoming non-agricultural. This fact was established in the recent Agriculture Census. NRECA General Manager Clyde T. Ellis discussed it in his regional meeting speeches last fall.

President Eisenhower mentioned it in his budget message to Congress in January, and Secretary of Agriculture Ezra T. Benson repeated it at the Congressional hearings on legislation which restored REA to a semi-independent status.

With overcrowded city conditions driving both residents and small industries into rural areas, rural electric systems are faced with a problem of meeting a tremendous vertical growth. Their electric load demands are doubling every five years, and even now less than half the people served by rural electric systems are engaged in farming.

This being true, a question raised in Washington recently is whether REA



ROBERTS

should remain within the Department of Agriculture. Should it not be reor-

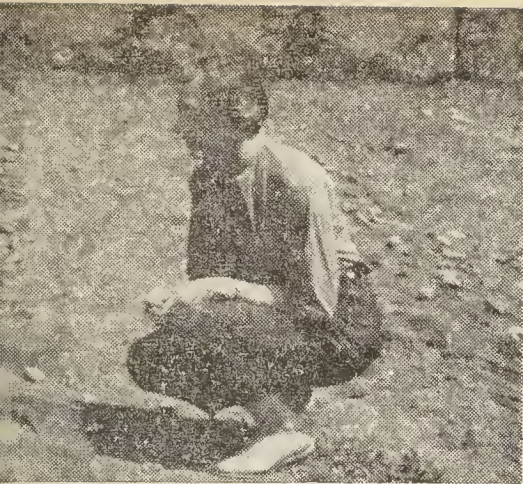
ganized on a completely independent basis, as it was prior to the Agricultural Reorganization Act of 1939?

Legislative history of the Rural Electrification Act as well as common sense dictates that REA was *not* established to serve farm people *only*, but rather to provide central station electricity in rural areas.

The Small Business Administration provides another good argument for REA's reorganization as an independent federal lending agency. It could be argued that SBA should be under the jurisdiction of the Department of Commerce, because it is engaged in making loans to small business organizations which fall largely within the area of commerce. However, it has successfully retained its independent status.

A second problem disturbing rural electric leaders is that the REA Administrator is presently operating un-

THE CAROLINA FARMER



Crigler and neighbor, Mrs. Herman Vanderford, share an irrigation system and gardening know-how. After observing Crigler's experience with plastic, she plans to try it next year.

anyone planning to irrigate his garden:

1. Don't put water on the soil too fast, or it will cause the soil to wash. A small nozzle won't cover as much area as a large one, but it will put water out slower and cut down on run-off.

2. Start the system late in the afternoon and run it until bedtime. This puts water on the garden in the cooler part of the day, reducing evaporation.

(Continued on Page 11)

der the thumb of the Secretary of Agriculture. This forces REA to be thrown into politics. The Secretary of Agriculture is a political appointee who is engaged in politics daily, whereas the REA Administrator is a non-political 10-year appointee approved by the Senate. Furthermore, Agriculture Secretary Benson has been voicing unsympathetic views of REA loans which in part provide service to non-agriculture electric loads.

Henry Swenson, President of the Burke-Divide Electric Co-op at Columbus, N. D., put this problem in perspective before the committee. He said, "as we plan for the future, we find it very difficult to outline any sound program in view of the vacillating administrative policies that may be set forth if REA is controlled by the political powers which might be in any administration. . . . We feel that the only way this can be done is to divorce REA from being influenced in any way by the whim and caprice of a political administration."

Who is Clyde Ellis?

(EDITOR'S NOTE: So long as America's rural electric cooperatives remained weak, unorganized, and ineffective when called upon to fight their enemies on a national scale, one seldom heard an outcry against them. In recent years, as the cooperatives have consolidated their grass roots strength within a forceful national organization, their critics have become more fearful and more vocal. It is natural that they have chosen to try to discredit the National Rural Electric Cooperative Association and Clyde Ellis, the man who manages the organization at the direction of almost 1,000 rural electric cooperatives. From time to time, on these pages we shall acquaint you with the services of your national organization, but first we think you should know something about the man who was picked to manage it.)

Clyde T. Ellis was born in 1908 and grew up on a farm near Garfield, Ark. He was educated at the University of Arkansas (Arts & Science and Law) and George Washington University in Washington, D. C. (Law).

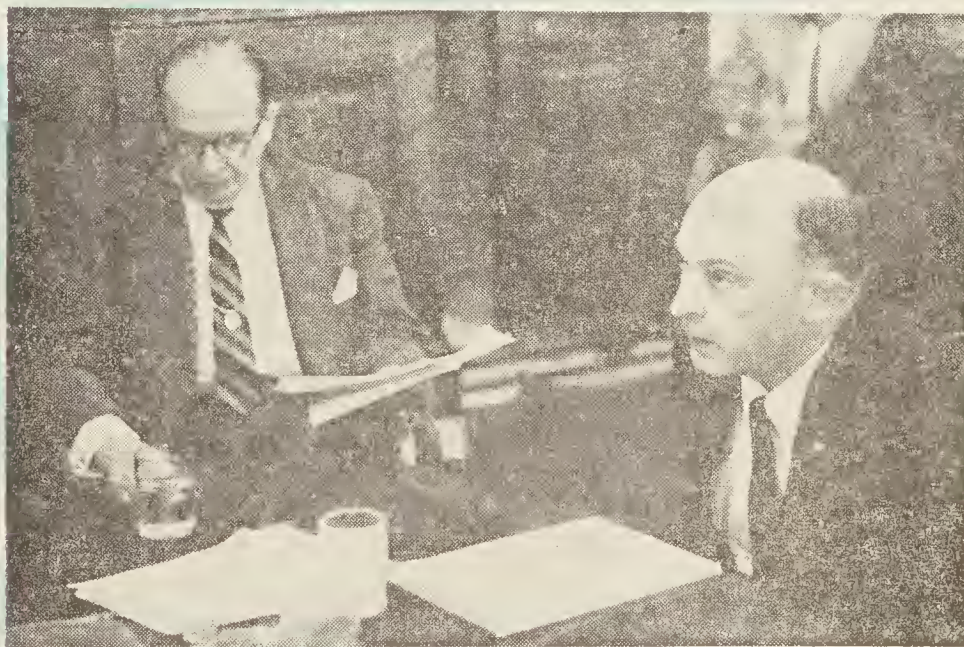
Ellis served as school superintendent in Garfield from 1929-34 and practiced law in Garfield and Bentonville after admission to the Arkansas bar in 1933. During those years he tried unsuccessfully to persuade the nearby power company to serve the small town of Garfield and his rural community.

Beginning his legislative career with election to the Arkansas Assembly at the age of 23 and election to the State Senate two years later, he was elected to the U. S. House of Representatives in 1938 and served until 1943, when he entered the Navy where he served as gunnery officer on a troop transport.

Rural electrification and the full development of the country's hydro-electric resources have been his lifetime interests. He introduced a rural electrification bill in the Arkansas legislature before Roosevelt was inaugurated President. He later introduced in the Arkansas legislature what became the first REA model act in the country.

He led the fight in Congress to have power included in the Norfolk and other dams to be built in Arkansas which had already been authorized for flood control only. During the terms he served in the United States Congress he was a strong advocate of the rural electrification program. He fought for the transmission program necessary to get power from public dams out to the load centers in order that people through their own distribution systems might enjoy its full benefits.

While he was still a member of Congress, Ellis was elected executive manager of the National Rural Electric Cooperative Association in 1942 to begin his duties upon the expiration of his term in Congress, but was given a leave of absence late in 1943 to enter the Navy. He returned to NRECA upon completion of his Navy service late in 1945.



In testimony before Congressional committee, Clyde Ellis (right) accuses Ezra Taft Benson (left) of secretly stripping the REA Administrator of his authority to make large loans, after having promised that he would never take such an action without first consulting Congress. Congress is considering a bill to restore the Administrator's powers.



Robert Glasgow



Jane Owen



Mary Betsy Jones



Ronald Fields

Rural Roundtable

This Month our Teen panel Answers The Question:

How late should teens stay out on dates?

MARY BETSY JONES (14)

Lansing (Blue Ridge Electric)

"I do not think teen-age daters should be allowed to be out at night unless they are supervised by reliable chaperones. And, even then, I feel they should turn in before midnight.

"Staying out until the wee hours of the morning has two disadvantages:

"First, keeping late hours will prevent teenagers from getting the required amount of rest and sleep which is so very essential for building a healthy body.

"Second, keeping late hours is likely to cause much unfavorable comment about a young girl or boy in his community."

ROBERT GLASGOW (14)

Halifax (Roanoke Electric)

"In my opinion 10:30 or 11 is a good time to be home, but most of us should be in bed at least by 10. We all need about 8 or 9 hours sleep each day. Many of us teens miss out on a few of those sleeping hours.

"Therefore, in order to get the proper amount of rest required to keep us healthy, I would say 10 p.m. is late enough for a date."

JANE OWEN (18)

Seagrove (Randolph Electric)

"My first impulse to this month's question was that 'I should not answer on the grounds that it might incriminate me.' But after giving it much consideration, I came to the conclusion that this is a problem that teenagers and parents should discuss and work out together. This is a family problem.

"Some things to be considered are: where you are going; hours and type of party; length of movie; and other

factors relative to your going out for the evening.

"In most instances, 'Father knows best'!"

RONALD FIELDS (17)

Tar Heel (Four County Electric)

"Nearly every teen has a different dead-line hour. I've found that for most teens, the time ranges from 10 to 11 p.m. Generally, I think the time should be around 10:30 p.m. There are times when special occasions require a later hour. I think time should also be governed by how often the teenager has dates."

Will Pay \$5 For Roundtable Questions



Violet Ann Greene of Blowing Rock wants to know about dating hours this month. She's a 17-year-old 11th grader in the Blowing Rock High School, where she

is an avid basketball fan.

Violet's parents, Mr. and Mrs. Charles Greene, are members of Blue Ridge Electric Membership Corporation.

The Rural Roundtable panelists would like to hear YOUR special problems. So, if you have a question you'd like discussed, send it to the

Rural Roundtable, *The Carolina Farmer*, Box 1699, Raleigh, N. C. If your question is chosen for the panel, we'll send you \$5. To be eligible for the \$5, you must be a teenager and your parents must be members of a rural electric cooperative.

Along with your question, send the following information about yourself: (1) Your name and the name of your parents. (2) Your address. (3) Name of your electric cooperative. (4) Name of your high school and the grade you'll be entering next fall. (5) Your age. (6) Clubs in which you participate and special talents.

Weather & Weeds

(Continued from Page 9)

3. Irrigate before spraying or dusting, not right after.

Plastic Weeder

Crigler got the idea of using the black plastic from several farm publications. It works this way: Vegetable rows are covered with a black plastic sheet, varying from 24 to 40 inches in width. X-shaped holes are cut in the plastic for planting, and small slits are cut along the sides to permit the soil underneath to "breathe." The black plastic absorbs both heat and light rays coming from the sun and keeps the soil underneath warm. Without light the weeds cannot grow, and the "sealing" action of the plastic keeps the soil underneath moist.

The heat-holding capacity of the black plastic enables the gardener to plant early. During cool spring days, when the soil is normally too cool to permit proper seed germination, the plastic absorbs and retains heat in the soil. The moisture-holding ability combines with the heat retention ability to provide almost ideal germination conditions. "One booklet," said Crigler, "says a man can plant from two to three weeks earlier if he uses the black plastic."

Black plastic for a 50 x 50-foot garden costs around \$12.50. Any other color of plastic covering will not do the job for it will permit some light to get to the soil and grass and weeds will grow. The cost of the plastic is small and if it pays off, Crigler will use it permanently. He plans to sow a grassy strip between each strip of plastic.

Cost Small

"If I can get a good sod between the rows I won't track dirt and mud through the house every time I finish working in the garden," he said, "and I can do all my weeding with a lawnmower."

Black plastic covering may relieve the gardener of most of his least productive jobs. He may wind up with nothing to do but prepare the soil with fertilizer and a mulch, lay the covering, plant the seeds, and gather the harvest. Sound lazy? Maybe so, but with the use of covering, a person may be able to tend twice as much garden as he now can.



Jim Jolly, auctioneer (with hand extended), asks for bids from buyers on the Faison Auction Market. Between 20 and 25 buyers from along the Atlantic Coast buy on the market.

Million - dollar Market

By PAUL BARWICK

Through sales on the Faison Fruit and Vegetable Exchange, farmers in Eastern North Carolina's produce belt receive thousands of dollars annually during the time of year when it is needed most.

Produce income arrives just before tobacco harvest and during the period when money from last year's crop is low.

Last year, for example, farmers in Duplin, Sampson, Wayne, Lenoir and Johnston Counties received \$1,224,000 for produce which was sold in 54 days on auction buying at the Faison market.

Joseph L. King, president of the Faison Market, points with pride to the service which has been brought to the people of the area since it was organized in 1946. However, it was not until 1950 that the market was established about one mile east of Faison. Here sufficient marketing area, packing facilities and shipping-loading space is available.

George Joseph, who is major buyer on the market, says he was among the first to start purchasing beans, cucumbers, and squash at Faison. "I've been here every year for 45 years. That means Faison got its start in 1913."

Largest in the State

The Faison Auction Produce Market is the largest in North Carolina and a check with farmers selling there shows the reason why.

J. O. Clifton, Faison, Route 1, a South River electric co-op member, points out that "a farmer can sell his produce in a hurry here and doesn't have to wait in line half a day to sell a few baskets of cucumbers or beans." And he added, "I've been coming here 20 years and I find it all right, especially if the stuff is selling good."

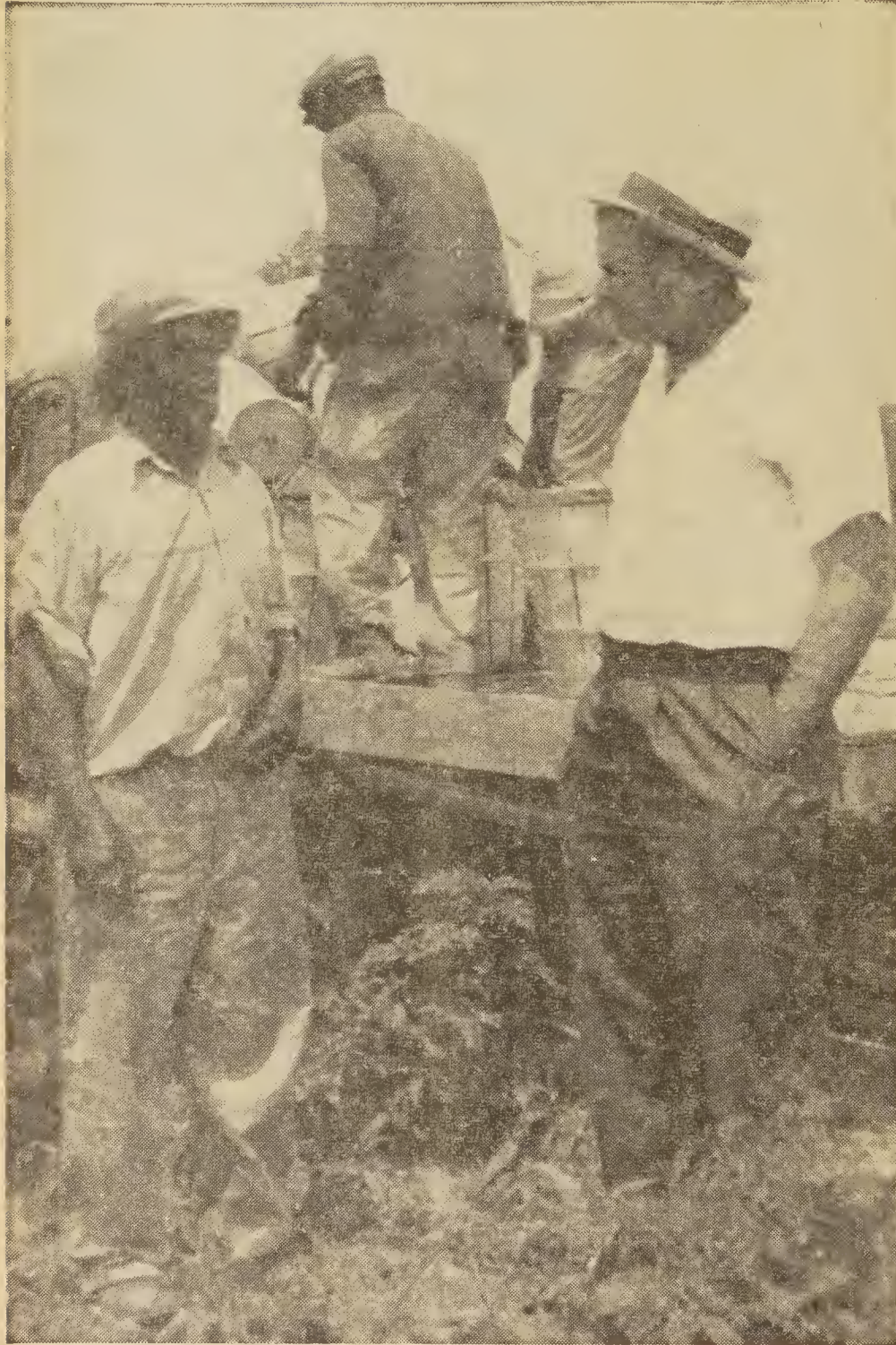
J. H. McCullen, Jr., Clinton, Route 5, reports that this year he has sold 2,900 bushels of string beans on the Faison market. "Yes, I like this market. If I didn't, I sure wouldn't sell here. There are times when I'm not pleased with the price, but it's the best I've ever seen."

W. A. Hally, of Sampson County, smiled from ear to ear as he noted, "I sold \$3,000 worth of peppers here last year, and I'm hoping to do that again this year." He has two acres of bell peppers. Hally, also a South

(Continued on Page 19)

Electric Brooding

Better, Cheaper than gas



W. H. Kenan (left), of Rose Hill, member of Four County Electric, could have saved \$16.47 per house if he had brooded all his chicks with electricity. Kenan tells Harry Thomas he brooded 10,000 chicks with electricity for only \$28.53. He brooded two houses with gas at a cost of \$45 per 10,000 chicks.

I LIKE electric brooding because of its convenience," says E. W. Johnson of Teachey. "I can set the thermostat and the temperature won't change until I change it." The convenience of a fully automatic operation, the cleanness of electric heat, and economy of operation are all reasons why members of Four County Electric of Burgaw have bought more than 150 electric brooders in the past four months.

When Johnson, a busy farmer, went into the broiler business he needed to turn the new operation over to his two youngest sons, Joel, 12, and Lane, 7. Electric brooding helped him do it. He sets the thermostats before he heads for the fields in the morning and leaves the remaining chores to the boys. He has 12 brooders to supply constant, radiant electric heat for his chicks all day long.

When warm days arrive and brooding heat is not needed, a flip of a master switch turns off all the brooders at one time. When heat is again needed in the evening, another throw of the switch turns the power on and the thermostats automatically bring the brooders up to the desired temperature. The ease of throwing the switch is a far cry from the nuisance of turning off and relighting gas or oil brooders individually.

In winter, poultry house air should be as free of moisture as possible. Electric brooders have no flame and, therefore, put no moisture into the air. Cases have been noted in broiler houses where flame-type (gas or oil) brooders actually put so much moisture into house air in cold weather that it condensed on the ceiling of the house and dropped back on the ground, creating a damp litter problem. Broiler growers from several places in North Carolina have reported a reduction in respiratory ailments in their flocks when they changed to electric brooding.

Harry Thomas, member relations advisor for Four County Electric, who brought electric brooding to Four County poultrymen, recommends the A. R. Wood electric brooder. He says, "This is the brooder I would use. Feeling this way, I recommend it to others."

His choice was dictated by these requirements: An acceptable electric brooder must be of simple, rugged construction, sell for a reasonable price, be easy to use and operate at a low cost per chick. He considers $\frac{3}{4}$ -cent per chick (on a yearly basis) a low cost. "In my estimation," says Thomas, "the A. R. Wood electric brooder is, without a shadow of a doubt, the an-

(Continued on Page 18)

Hotpoint

FREEZER SAVINGS TIME!

**LOWEST PRICES...
BIGGEST SAVINGS!**

**THIS BIG 20 CU. FT. CHEST
683 LBS. CAPACITY**

As low as **\$367***
a week
after low down payment
or trade-in

- ★ Counterbalanced lid lifts up with a touch... locking safety latch
- ★ Interior light... four sliding baskets... two food dividers
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HOTPOINT FREEZERS give you double protection—a 5-Year Warranty against food spoilage, and a written 5-Year Protection Plan on the famous Thriftmaster® freezing unit. Whatever model you select, Hotpoint is the freezer the rural family can depend on.

*Based on rates and terms established by financial institutions as applied to manufacturer's suggested retail price. See your local dealer for details.

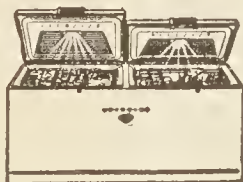
**EXTRA ALUMINUM
GIVES YOU
4 TIMES FASTER FREEZING**

All-aluminum interior liner conducts cold 4 times faster than steel—for faster freezing, steadier, safer cold. And no rusting!

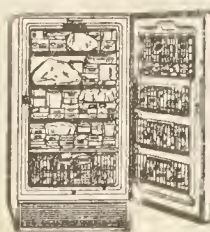
CHOOSE A CHEST STYLE • OR AN UPRIGHT STYLE • TO FIT YOUR FAMILY NEEDS!



17 cu. ft. chest model
has 595-lb. capacity



26 cu. ft. chest model has two
compartments, 907-lb. capacity



12 cu. ft. upright model
has 417-lb. food capacity



18 cu. ft. upright model
holds 630 pounds of food

HOTPOINT CO. (A Division of General Electric Company), Chicago 44

FARROWING ON CONCRETE

By J. C. BROWN, JR.



JULIAN EDWARDS

Member of Roanoke EMC, Rich Square
"As long as hogs stay above 15c, I
can make a little money."

"There is no better commercial swine
producer in the United States."

This tribute to Julian Edwards of
Rich Square was made by a N. C.
State College swine expert, just re-

turned from a tour of Iowa where the
hog is held in such high esteem that
many farmers actually sleep under the
same roof with their sows when far-
rowing time nears.

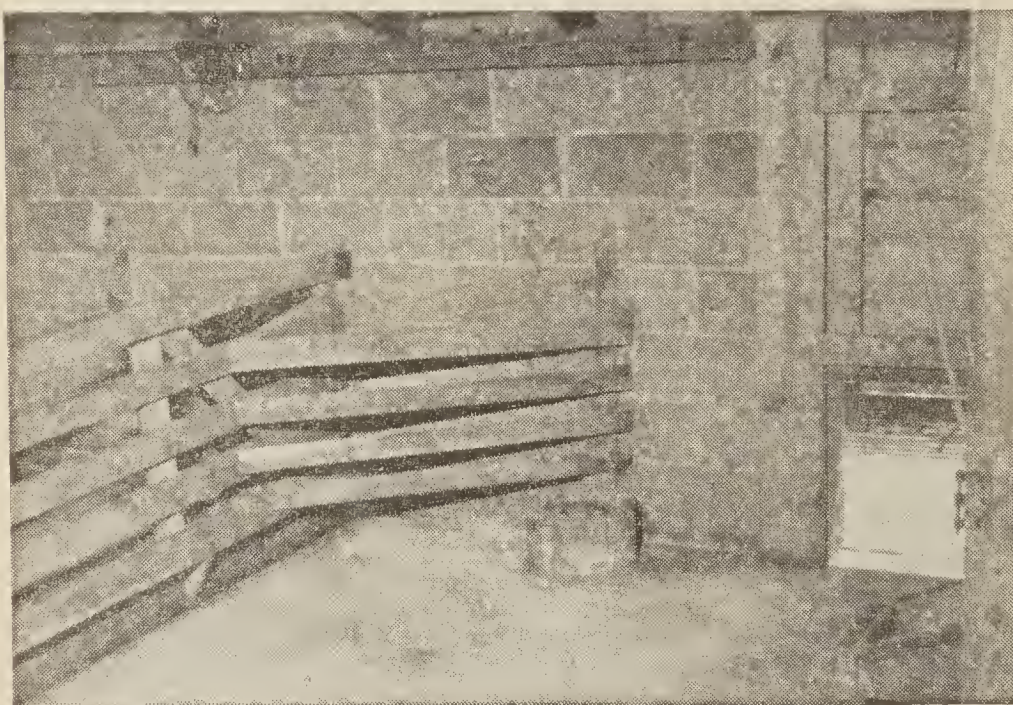
Edwards, a member of Roanoke
Electric Membership Corporation, is
one of the few strictly commercial
swine producers in North Carolina;
that is, hogs are his cash crop, not a
sideline. Edwards is a partner of
George C. Spoolman in an 80-brood sow
enterprise near Rich Square. Most of
their hogs are Hampshires.

"As long as hogs stay above 15c a
pound, I'll make a little money," Ed-
wards admits. Last year they aver-
aged 16 to 17c, and Edwards is way
out in front of the average producer,
so you can guess he received more
than that. Fact is, every hog he sold
since the first of the year graded No. 1.

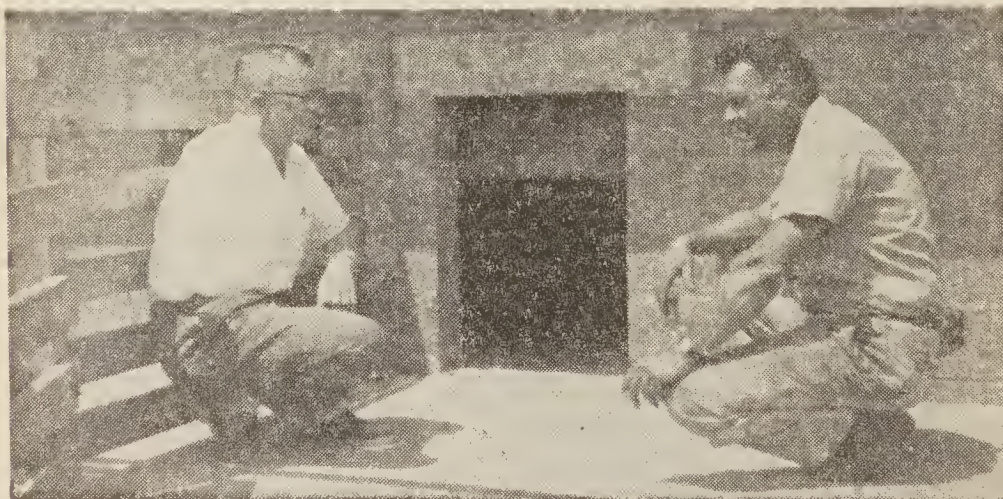
The best way to explain his success
is to say he's a good manager. One
agricultural authority summed it up
this way: "Julian uses all of the tech-
nical information provided by the Ex-
tension Service, and then adds his own
ingenuity and experience. He has the
knowledge to go beyond our recom-
mendations without falling into trou-
ble."

One of the latest innovations made
by Edwards is a central, concrete-
floored farrowing house with 60 indi-
vidual inside pens. The 161-by-22-foot
building is a "hog heaven" for mother
sow and her brood. For every 7-by-8-
foot inside pen, there is a 6-by-8 out-
side one, also with concrete floor. The
outside, fenced-in apron, reduces clean-
ing problems and disease, since it
serves as an "out house"; even a hog
won't soil its nest if given a choice.

Before building the house a year ago,
Edwards and Spoolman had only 20
sows. The central farrowing house al-
lowed them to increase the size of their



Farrowing on concrete eases cleaning job. That, and 60 separate pens,
allow Edwards and Spoolman to save more pigs, grow healthier ones.



The outside of the pen is another pen. At left is Grover Harrell.

operation without increasing labor requirements.

Edwards finds that the house and its principal features of separate pens and concrete floor:

1. Cut labor.
2. Save time.
3. Make hogs easier to manage.
4. Allow him to save more and healthier pigs.
5. Reduce cleaning job.

There is a constant supply of water, pumped by electricity, to each pen. Edwards says that "it doesn't cost much to give them water all the time." The individual fountains in each pen are all on the same level. They are made of eight-inch terra-cotta pipe and are fed through nipples in the bottom. He has put cement around the terra-cotta to keep the animals from biting it.

At farrowing time, Edwards installs electric heat lamps in each pen. He saves more pigs in winter than in summer, he reports, because the pigs stay under the lamps (and out from under mama) in the winter.

In the past spring, he saved $8\frac{1}{4}$ pigs per sow, which is an excellent average for so large an operation. The national average is $6\frac{1}{2}$ pigs, and farm management authorities say that, with the present price of corn, a farmer must save $5\frac{1}{2}$ pigs just to pay production costs.

Edwards cleans the house by raking, washing, and steaming with a lye solution applied with a "Jenny."

He makes his feed with 35 acres of pasture, 125 acres of corn, 100 acres of milo, and 50 acres of small grain, part of which goes to feed some cattle.

A week before farrowing, he washes the sows with disinfectant, sprays them with BHC (to kill lice and other insects), and moves them into the house, one sow to a pen.

After farrowing, he clips needle teeth, cuts the navel cord, paints the wound with iodine, and destroys the runt pigs.

At two weeks he castrates males, and ear notches female pigs (from the best sows) for brood sow replacements. At three weeks he moves them out of the farrowing house onto pasture, six sows to a one-acre lot. In his pasture, Edwards has waterers, and 7-by-16-foot shelters on sleds to protect hogs from sun and bad weather.

At eight weeks, the pigs are weaned, at 10 weeks wormed and vaccinated with modified virus and serum, and at 11 weeks vaccinated for cholera and erysipelas.

When the pigs are 12 weeks old, he puts them on four-acre feed lots, 100 pigs to the lot, where he feeds them a mixture of ground corn and supplement until they weigh 200 pounds, at which time he markets them. It

usually takes five to $5\frac{1}{2}$ months to "top" them.

Edwards feels that selling hogs on grade is "the only way." A State College expert agrees that it is the best way to sell if you're doing a better than average job. Before buyers started giving a premium for No. 1 hogs, they offered an average price for top hogs; the average was based on the expectation that so many hogs would be No. 1, and so many in the lower grades. This penalized a man like Edwards who had nothing to sell but No. 1 hogs.

Not one to try to corner the hog market for himself, Edwards speaks encouragement to farmers "who are willing to get in and stay in hog production. That's the only way to make it," he feels.

It puzzles Edwards that North Carolina farmers don't go in for livestock more than they do. "Last year Northampton County sold 6,000 top hogs. That was only a three-day supply for Smithfield Packing Company. Farmers keep looking for new enterprises, and then new markets. We've got the market for hogs right now!"

The ups and downs of the market don't worry Edwards. "I only lost money one year," he recalled. "I had 118 hogs to die on me, but I was lucky. Hogs sold cheap that year."

Central farrowing house belongs to Julian Edwards and George C. Spoolman. It cuts labor time, contributes to efficiency.



BIG FARM-SIZE FREEZER!

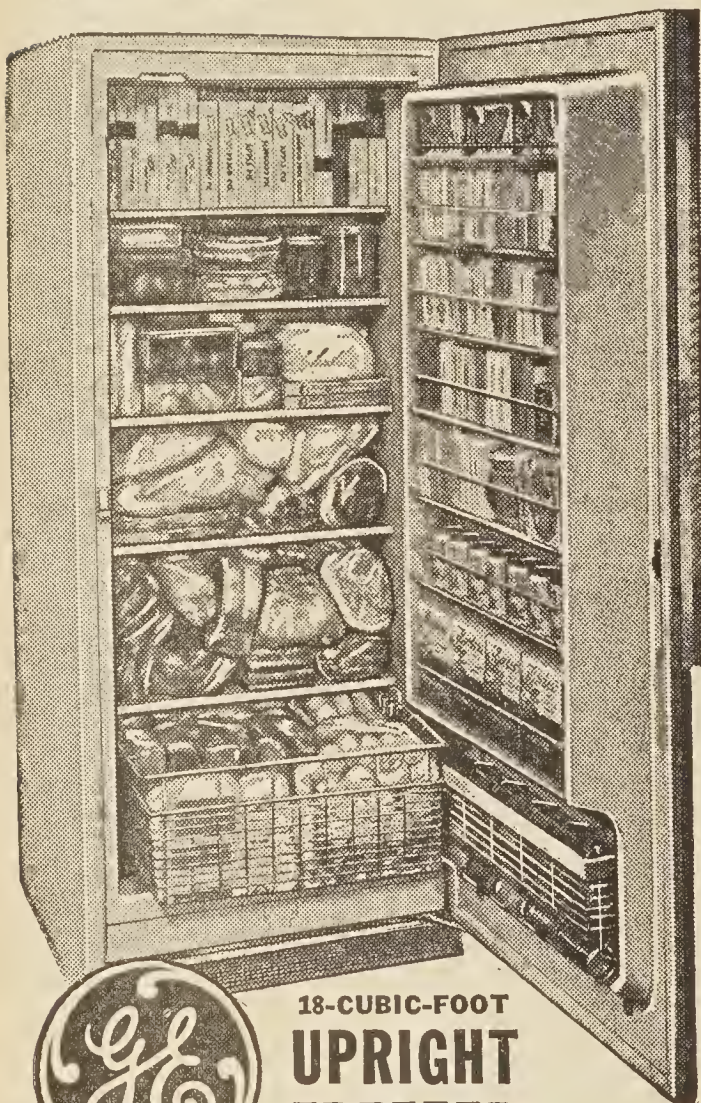


"Twice as handy as any chest freezer"

*says Mrs. Samuel O. Poe, New Albany, Ind.,
about her new General Electric Upright.*

"One of the biggest things about my G-E Upright Freezer is that it doesn't cost very much to run," says Mrs. Poe.

"Also, it doesn't take up so much space in my kitchen, and is roomier than a chest. It's easier to clean, too!"



**18-CUBIC-FOOT
UPRIGHT
FREEZER**

Model HU-18R

Only \$399⁹⁵

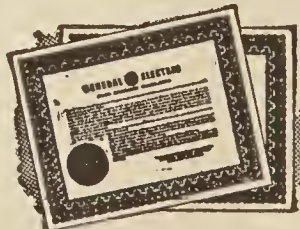
Distributor's
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No rummaging. This 18-cubic-foot Upright holds as much as a comparable chest—637 pounds.



Book-shelf convenience! Costs no more than most comparable size chests . . . yet stores as much food.



Famous dependability . . . backed by a 3-way written warranty (including a warranty against food spoilage).

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ALBEMARLE—Goodyear Service Store
Lowder Hardware Co.
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BUNN—Richards Electric Co.
CARTHAGE—Corthage Furniture Co.
DENTON—Ed Hill Appliance & Furniture Co.
DENVER—Howard Furniture & Hardware Co.
DUNN—Wilbourne Furniture Co.
EAGLE SPRINGS—Lynn Martin Store
EAST BEND—Pickett & Huff Co.
ELKIN—Holcomb Bros., Inc.
FAIRMONT—C. A. Floyd & Son
FAISON—R. D. Precythe
FAYETTEVILLE—Appliance Center, Inc.
Major Appliance Co.
Supply Electric Co.
FOREST CITY—Sterchi Bros. Stores
FOUR OAKS—Barnes Furniture Co.
FRANKLINTON—Franklinton Hardware Co.
FREMONT—Aycok-Selby Co., Inc.
FUQUAY SPRINGS—Twia City Radio & Appliance
GASTONIA—E. Gastonia Hardware Co.
Goodyear Service Store
Home Appliances Co.
Sterchi Bros. Stores
GOLDSBORO—Electric Sales & Service Corp.
GREENVILLE—V. A. Merritt & Son
HAMLET—Hamlet Appliance Service
HAVELOCK—Appliance Service
HAZELWOOD—Hoywood Electric Service
HENDERSON—Appliance Sales & Service Co.
HICKORY—Sterchi Bros. Stores
KINGS MOUNTAIN—Sterchi Bros. Stores
KINSTON—Appliance Center
LAURINBURG—Riddle-Evans Furniture Co.
LENOIR—Home Electric Co.
LEXINGTON—Butler Furniture Co.
LILLINGTON—Wilbourne Furniture Co.
LOUISBURG—Strickland Electric Co.
LUMBERTON—S. F. Coldwell & Co.
Welsh Brothers
MADISON—C & S Furniture & Appl.
MARION—Rice & White Furniture Co.
MOCKSVILLE—Hendricks & Merrell Furniture Co.
MONROE—Goodyear Service Store
Lemmond Electric Co.
MORGANTON—Morganton Hardware Co.
MT. OLIVE—Summerlin Electric Co.
NASHVILLE—Freeman TV & Appliance Co.
NEW BERN—Appliances of New Bern, Inc.
NEWPORT—Allen & Bell Hardware Co.
NORLINA—Troylor Appliances, Inc.
OLD FORT—Norton Furniture Co.
OXFORD—Oxford Furniture Co.
PINEHURST—Gauger & Veno
RAMSEUR—Brody Appliance Co.
RED OAK—S. W. Moore Co.
RICHFIELD—Crowell & Ritchie Hardware
ROBBINS—Steed Furniture Co.
ROCKINGHAM—Goodyear Service Store
Thrasher Electric Co.
ROCKY MOUNT—Appliance Center
SANFORD—Jones-Lee Furniture Co.
Sanford Radio & Appliance Co.
SCOTLAND NECK—Ashford's, Inc.
SELMA—Selma Radio & Music Co.
SHELBY—Moyhew's Appliance Co.
Sterchi Bros. Stores
The Auto Inn
SOUTHERN PINES—Piedmont Electric Co.
SPENCER—Southern Radio Service
SPRUCE PINE—Peoples Furniture Co.
STATESVILLE—Blockwelder Furniture Co.
Curlee Tire & Appliance Co.
STOKES—Stokes & Congleton
TROY—Troy Furniture Co.
WAKE FOREST—Jones Hardware
WALNUT COVE—Neel Hardware Co.
WASHINGTON—Washington Supply Co.
WAYNESVILLE—Gorrett Furniture Co.
WEAVERVILLE—Shope's Furniture Co.
WENDELL—Todd Electric Co.
WEST JEFFERSON—W. J. Electric Co.
WILSON—Yonn's Electrical Appliances
WINSTON-SALEM—Bocock-Stroud Co.
Rominger Furniture Co.
Hugh Butler, Inc.

THE CAROLINA FARM

Pin Money from Peanuts

ONE day in 1927, Mrs. W. T. Eure happened to be in a Halifax drug store when a tourist stopped and asked to buy a bag of peanuts.

"Sorry, don't carry 'em," was the answer he got in the heart of Carolina's peanut country!

Right then and there Mrs. Eure made up her mind that no other tourist would get that answer if she had her way. She went home to her kitchen, blanched, salted, and bagged a batch of peanuts, and delivered them to local stores, where she found a ready market.

Since that time, "Mrs. W. T. Eure's Home Salted Peanuts" have graduated to 12-ounce cans, and are shipped all over the world. But they're still cooked and canned by Mrs. Eure in her own kitchen, and the taste is still indescribably good—far superior to the well-known brands.

Mrs. Eure operates her business from the kitchen of her husband's ancestral home, Shady Rest Farm near Halifax. She still sells bagged peanuts to nearby country clubs and restaurants, but only cases of cans are distributed outside the area. She wholesales cases of 24 twelve-ounce cans for \$14 plus shipping charges; when operating at full production, she can ship 25 cases a day.

Many of her customers give Mrs. Eure's peanuts for Christmas presents, and her rush season is in November and December. During World War II, she filled orders from servicemen stationed all over the world. Mrs. Eure gears her production closely to orders, and she's never



MR. AND MRS. W. T. EURE

A member of Roanoke Electric Membership Corporation, Mrs. Eure is the sole owner, cook, canner, and shipper of a famous delicacy, "Mrs. W. T. Eure's Home Salted Peanuts." Mr. Eure admits to helping with deliveries.

had a complaint about a stale can. Recently she received a letter from a woman who kept a can for 13 years before opening it. The peanuts tasted as fresh as the day they were cooked, according to the customer.

What has Mrs. Eure gotten from her kitchen enterprise?

"Just pocket money, but it's all mine," she declares proudly.

MAIL BOX

(Continued from Page 6)

...self with the choice of corsage
wers. She can carry a traditional
de's bouquet in an after-service
dding if she prefers this to a cor-
e. (4) We checked with a minis-
concerning the question of who
ries the rings in the absence of a
t man. He told us that, since most
lding rites actually include asking
the rings, the bride should carry
groom's ring, and vice-versa.—
ME EDITOR.

I am sitting here trying to think how
n going to thank you for our won-
ul gifts. I want to thank the *Caro-*
lina Farmer editors as well as the
es for picking my Mother's Day
er as second-place winner. Our
g arrived in perfect order. We're
ying our waffle irons, for both
mother and I had always wanted
Grandmother likes her hot plate,

I had never entered a contest before
ou can imagine how surprised I
to win one. I just couldn't be-
it. My grandmother is too old to

write a letter so I want to say "thank
you" for her, too.

We enjoy your magazine every
month.

Mrs. Madge Brookshire
Marshall, Rt. 3

... The kids wanted to try the spray
iron the very night you brought our
prizes to us, of all things. They settled
for toasted cheese sandwiches on the
waffle-grill. We've tried waffles on it,
too, and last night we tried pancakes
for the first time. It makes gorgeous
ones. I always got the frying pan too
hot or too cool on the stove. I strained
the refrigerator to defrost water for
the iron—not supposed to use tap
water. I noticed that if I ironed a
wrinkle in, I could spray it and presto
it was gone.

I received the extra copies of the
Carolina Farmer and the pictures.
Thanks ever so much. I wanted to send
my four sisters and mother a copy.

I think Mom is pretty fond of her
mixer. She baked a cake the day af-
ter she got it, and I've noticed that
she's used it several times. I still think
it's unbelievable that I won the con-
test. I catch myself patting my new

appliances every once in awhile to see
if they're real.

Joan Nance
Denton

Like May Issue

Congratulations on the May issue of
the *Carolina Farmer* magazine!

Could you forward me 15 copies.

Jack Springer
Superintendent of Recreation
Statesville

To the Editor:

I'm writing you to thank you and all
the electric co-ops for the beautiful
and useful appliances that my wonder-
ful daughter-in-law won for me. She
has always been so good to me, and
has done more for me than I can ever
tell. She is always ready and willing
to help in any way.

We are members of the Davidson
Electric Membership Corporation and
enjoy our electricity and appliances
very much. We also enjoy reading the
Carolina Farmer.

We enjoyed the visit with Miss Re-
bekah Rivers of the *Carolina Farmer*
and Mrs. Virginia Gibson of Davidson
Electric.

Mrs. Fred Nance
Denton, Rt. 2



AROUND THE HOUSE

Electrical tips to help the
home handyman —
and woman, too.

By C. L. Overman
Agricultural Engineer

Safety Valve

A temperature-pressure relief valve is one item often overlooked when a water system is installed.

Malfunctioning thermostats or pressure switches can release water into the plumbing system at too high temperatures or pressures. The result may be damaging to a washing machine or some other piece of equipment attached to the plumbing system.

A relief valve, installed in the hot water line at the water heater, will drain off excessively hot water or pressure before it has a chance to do any damage.

Bug-Catchers

If bugs just about drive you into the house every time you sit on the porch or try to cook in the yard, an electric bug-catcher will relieve you of these nuisances.

The bug-catcher, several makes of which are manufactured in North Carolina, is equipped with a fluorescent tube for attracting the bugs, a fan for pulling them in, and a screen wire bag for holding them.

Mount the catcher with the open end toward the area you want cleared of bugs. Use waterproof wiring for the catcher.

One Eastern North Carolina farmer reports that a bug-catcher near his corn crib practically eliminated weevil damage to the corn inside. The weevils were caught before they could chew.

Hot Refrigerator?

Refrigerators generally give off more heat in hot than in cold weather. The cooling system must run longer to maintain a low inside temperature.

You can help the situation by pulling the box out from the wall a little. This will permit better air circulation around the cooling coils. Also, clean the cooling coils ever so often. Dust and dirt reduce the efficiency of the cooling system.

It's Your Business To
ATTEND YOUR
CO-OP'S ANNUAL MEETING

Million-dollar Market

(Continued from Page 11)

River member, added, "The buyers here are friendly and seem to understand the farmer's problem."

Harold Precythe and C. D. Lee, managers of the market, say that undesirable buyers, such as pinhookers, do not operate on the Faison Auction Produce Market. "We have between 20 to 25 big buyers in here every year. Chain store purchasers, representatives of big houses in New York and Philadelphia, are here and many others."

The buyers say they try to pay the farmer the high dollar for his produce. But, they add, a lot of people forget that the package purchased, such as cucumbers and beans, have to be regraded and re-packed before they can be transported to Northern Markets by refrigerated trucks and railroad box cars.

Last month Faison was faced with a problem of "all the markets coming in at once." At the time, King pointed out, "Fresh produce in South Carolina is at its peak; Florida is still shipping, which is unusual this time of year; we have just passed our peak bean

season and cucumbers are just beginning to roll in; and the Eastern Shore market is coming in." This is a major factor in determining the prices paid to farmers.

Although some think weather conditions earlier in the year prevented local crop from coming off early, King said the first string beans were about two days earlier than last year. According to the government report, 35,000 more bushels of beans had been sold on the Faison market this year through June 10, as compared with same period a year ago. There was a slight increase in acreage this year brought about by smaller tobacco plantings.

String beans, squash, cucumbers, bell pepper, egg plants, hot peppers, Irish potatoes and some okra are marketed through the Faison Market.

And to those hundreds of farmers in Eastern North Carolina who are tired of farmers, the chant of the auctioneer is a welcome sound in late spring or early summer—especially if the price is high.

Electric Brooding

(Continued from Page 12)

answer to the broiler man's brooding needs."

The brooder fits Thomas's construction requirements, sells at a price competitive with gas or oil brooders, and operates very cheaply.

Undoubtedly there are other electric brooders that have done acceptable jobs for poultrymen living on other rural electric systems throughout the state, but the Wood brooder, according to Thomas, comes closest to meeting

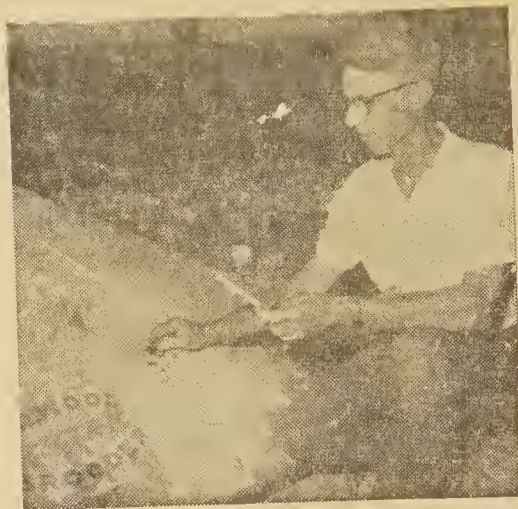
the brooding needs of poultrymen in his area.

Mrs. George Maready of Chinox brooded 10,000 chicks this spring at a cost of \$18.72 (19/100 cent per chick). Stacey Sholar of Pin Hook brooded 10,000 in March and April for a cost of \$28.08. E. W. Johnson brooded 10,000 in early summer for \$11.72 (11.72/1000). Good weather helped to reduce his cost.

W. H. Kenan of Rose Hill, broods with both gas and electricity, reports that gas for brooding 10,000 chicks cost him \$45 while brooding with electricity cost him only \$28.53 for 10,000. These and other records in Thomas now believes the annual average will be between 1/2 and 3/4 cent per chick—even lower than the 3/4 cent per chick average he hoped for.

The poultry industry is growing. "Duplin County alone," says Thomas, "will produce around 20,000,000 chicks in 1958." If all these chicks are brooded electrically, with savings compared to those in the Kenan operation, Duplin County poultrymen would save more than \$30,000.

If you have any questions regarding electric brooding, write: E. W. Johnson, Brooding, Carolina Farmer, Box 100, Raleigh, N. C.



E. W. Johnson checks the temperature under one of his twelve brooders. A twist of a dial raises or lowers the temperature as he desires.

SEVEN APPLIANCES IN ONE

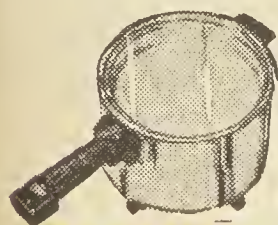
THE *Sunbeam* COOKER

CONTROLLED
EVEN HEAT
ALL PURPOSE



- Water-sealed unit makes washing easy.
- Double wall construction holds heat inside for greater cooking efficiency.

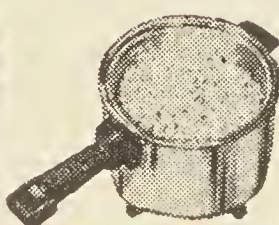
- Simmer-Safe Controlled Heat eliminates pot watching—prevents burning—reduces meat shrinkage up to 23%.



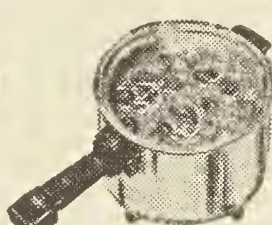
DOUBLE-BOILER



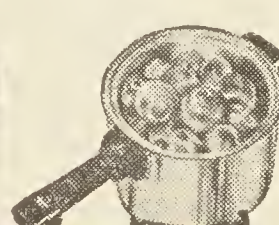
DUTCH OVEN



CORN POTTER

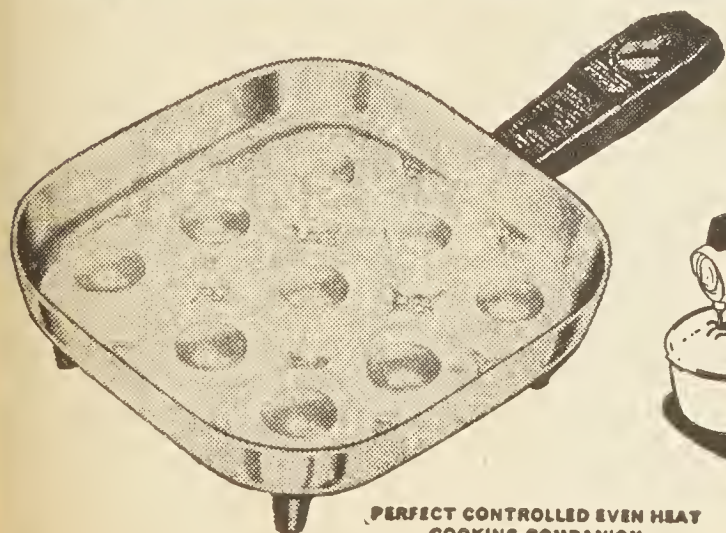


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MIXMASTER
MIXER



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VALUE THRU QUALITY

Everybody loves ice cream

And perky Prudy Fraley is no exception. She's found the way to beat the heat: a dip into the pool, followed by several cones of vanilla ice cream. She's the daughter of Mr. and Mrs. Eugene Fraley, Statesville. (Photo by Max Tharpe.)



ver since Dolly Madison served ice cream at her husband's inaugural, we have been a nation of ice cream lovers.

Out of our past we all have memories of ice cream, whether it's a Sunday afternoon with the sound of a crank turning in the freezer, or towering ice cream cones eaten at a 4th of July picnic.

Today, ice cream is building new memories with popular ice cream cakes for birthday parties and Sunday desserts. A freezer isn't a freezer without a supply of ice cream and a grocery store isn't complete without an ice cream counter. The corner drug store is still a favorite meeting place in small towns, and the high school boy behind the fountain mixes so many new concoctions.

Whether you make your own ice cream in a turner or a refrigerator or buy it at the grocery store, these recipes should fill the bill. There's a recipe for ice cream to make in the electric ice cream freezer and one for refrigerator ice cream with seven variations. With homemade or bought ice cream, we also present (on the next page) a variety of luscious sauces.

Vanilla Ice Cream (Crank or electric ice cream freezer method)

- $\frac{3}{4}$ cup sugar
- 2 tablespoons corn starch
- $\frac{1}{2}$ teaspoon salt
- 2 eggs
- 1 quart milk
- 2 teaspoons vanilla

Mix sugar, corn starch and salt on top of double boiler. Add eggs and mix well. Gradually stir in milk. Place over boiling water and stir constantly until mixture is slightly thickened, about 8 to 10 minutes. Remove from heat, add vanilla. Chill custard thoroughly before freezing.

With an electric freezer, follow manufacturer's directions. With hand-turned freezer, wash and

can, cover and dasher. Pour chilled custard mixture into can. The can should not be more than 2/3 full. Assemble freezer. Fill freezer tub with alternate layers crushed ice and rock salt, 8 parts ice to 1 part salt. Turn until crank can no longer be turned easily. When freezing is complete, wipe cover carefully and remove dasher. Pack ice cream and adjust cover. Repack in ice and salt, in the proportion of 4 parts ice to 1 part salt. Let stand 2 hours. Makes about 1/2 quarts.

Note: For a richer ice cream use 3 cups milk and 1 cup light cream or evaporated milk.

Chocolate Ice Cream: Follow recipe for Vanilla Ice Cream, adding 4 ounces unsweetened chocolate to egg and milk mixture before cooking. When mixture thickens, remove from heat and beat with rotary beater until smooth. Add vanilla and continue as above.

Coffee Ice Cream: Follow recipe for Vanilla Ice Cream, using 1 1/2 cups coffee and 2 1/2 cups milk instead of quart milk.

Banana Ice Cream: Follow recipe for Vanilla Ice Cream. Mix together 2 cups mashed bananas and 1 tablespoon lemon juice; add to chilled custard mixture just before freezing.

Vanilla Ice Cream (Refrigerator Method)

2 eggs
1/3 cup sugar
1/3 cup light corn syrup
1 cup heavy cream
1/2 cups milk
1/2 teaspoons vanilla

Set refrigerator cold control for fast freezing. Beat eggs in large bowl until light and frothy. Gradually add sugar, beating constantly until sugar is dissolved. Add syrup and beat until mixture is well blended. Stir in cream, sugar and vanilla. Pour into a refrigerator freezing tray; freeze until firm, about 1 hour. Turn into a chilled

bowl and quickly cut into small pieces with a spoon; then beat with rotary beater until smooth. Work quickly to avoid melting. Return to freezing tray and freeze until firm, about 1 hour. Set cold control midway between fast freezing and normal for storage. Makes 1 quart.

Note: If desired, 1 can (14 1/2 ounces) evaporated milk diluted with enough cold water to make 2 1/2 cups may be substituted for the milk and heavy cream.

• **Chocolate Ice Cream:** Reduce vanilla to 1 teaspoon. Combine in saucepan 1/3 cup cocoa, syrup, and 1/2 cup of the milk. Blend well; bring to a full boil over medium heat, stirring constantly. Cool slightly and add to egg and sugar mixture. Proceed as above.

• **Raspberry Ice Cream:** Reduce vanilla to 1 teaspoon and milk to 1 cup. Fold in 1 cup crushed fresh or frozen raspberries just before freezing.

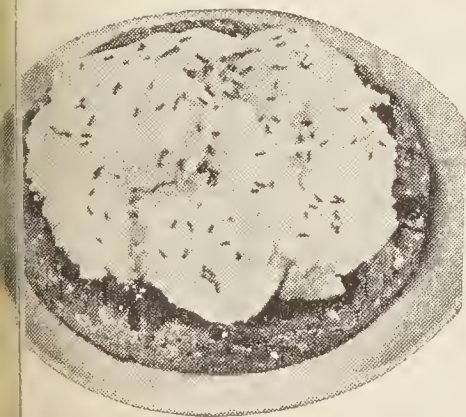
• **Banana Ice Cream:** Reduce vanilla to 1 teaspoon and milk to 1 cup. Mix 2 teaspoons lemon juice with 1 cup mashed bananas; fold in just before freezing.

• **Lemon Ice Cream:** Increase sugar to 1/2 cup. Substitute 1/2 cup lemon juice for 1/2 cup of the milk. Substitute 1 teaspoon grated lemon peel for vanilla.

• **Maple Walnut Ice Cream:** Reduce vanilla to 1 teaspoon and milk to 1 cup. Substitute light brown sugar for granulated and maple waffle syrup for light syrup. Fold in 1/2 cup chopped walnuts just before freezing.

• **Butter Pecan Ice Cream:** Reduce vanilla to 1 teaspoon and milk to 1 cup. Substitute 1/3 cup light brown sugar for granulated. Combine 1/2 cup chopped pecans, 2 tablespoons butter and 1/8 teaspoon salt in a flat pan. Toast in moderate oven at 350° F. about 10 minutes stirring once or twice. Fold in pecan mixture just before freezing.

Brownie Ice Cream Pie



1 pkg. Brownie Mix
(or your favorite recipe)
2 squares unsweetened chocolate
1/4 tsp. peppermint extract

Make fudgy brownies as directed. Pour into greased 9" round layer pan. Bake 10 min. While pie is baking, melt chocolate and extract. Take pie from oven and quickly drizzle chocolate mixture over top. Bake 15 to 20 minutes more. When cool, cut into pie-shaped wedges, top with scoops of ice cream and sprinkle with chocolate shot.

Sauces, Too!

Mocha Pecan Sauce

Combine 1 cup chocolate flavored syrup, 2 tablespoons instant coffee and 1/2 cup chopped pecans. Makes 1 1/4 cups.

Strawberry Sundae Sauce

Combine 1/2 to 2/3 cup light syrup and 1 1/2 cups fresh, crushed strawberries. Chill. Makes about 2 cups.

Peanut Butter Topping

Combine 1/3 cup peanut butter and 2/3 cup light or dark syrup. Stir until well blended. Makes about 1 cup.

Pineapple Mint Sauce

Combine 3/4 cup light syrup, 1 cup crushed pineapple, 1/4 teaspoon peppermint flavoring and a few drops green food coloring. Chill. Makes 1 1/2 cups.

Hot Butterscotch Sauce

Combine 1 cup dark syrup, 1 cup sugar, 1/2 cup light cream and 2 tablespoons butter or margarine in a saucepan. Bring to a boil over medium heat, stirring constantly. Boil briskly 5 minutes, stirring occasionally. Remove from heat; add and stir in 1 teaspoon vanilla. Serve hot. Makes about 2 cups.

Marshmallow Sauce

1 cup light syrup
1/8 teaspoon salt
1 egg white
1/2 teaspoon vanilla

Place corn syrup in a small saucepan. Bring to a boil over medium heat. Cook to 234° F. or until small amount of syrup forms soft ball in cold water. Meanwhile add salt to egg white and beat with rotary beater until stiff but not dry. Continue beating and gradually add hot syrup. Add vanilla and beat about 1 minute. If sauce thickens too much on cooling, thin with a little hot water. Store sauce in refrigerator. Makes 2 cups.



Carolina Kitchens

The August *Carolina Farmer* cook-of-the month is Mrs. Ermalea Weatherby, a Pee Dee Electric member from Hamlet, North Carolina. Her recipe for Pineapple Meringue Pie sounds like a real special summer treat for the family.

Mrs. Weatherby writes this about her favorite pie recipe of many years: "Many years ago, when I was just a bride, I got this recipe from a can of crushed pineapple. We (my husband, eight children and I) always enjoyed these pies. Everyone who has eaten pie made from this recipe has complimented our pie-making. My daughters now enjoy serving it to their families and friends.

"My children are grown now and my husband died four years ago. My youngest son, a senior next school year, is the only one at home with me. I am now a nurse, and thoroughly enjoy my work for I love people."

Mrs. Weatherby also adds, "*The Carolina Farmer* is a good magazine. May it long live and prosper!"

If you want to save Mrs. Weatherby's recipe (and we're sure you will), clip it along the dotted lines, paste it on the back of paste board, and stick it in your recipe file.

If you have a special recipe you'd like to share through this column, send it to: *Carolina Farmer*, Homemaking Section, Box 1699, Raleigh. If you have a good snapshot of yourself, send it along, too.

CAROLINA FARMER RECIPE



Submitted by Ermalea Weatherby

P. O. Box 185

Hamlet, N. C.

Pineapple Meringue Pie

Mix together in a sauce pan (I prefer a double boiler):

1 cup sugar	5 egg yolks
3 heaping tablespoons plain flour	1 #2 can crushed pineapple

A pinch of salt

Cook together, stirring often until thick as desired for pie. Add butter, size of walnut. Pour mixture into two baked pie shells. Top with meringue and bake in moderate oven until meringue is done.

FOR MERINGUE: Beat the five egg whites until stiff and add 5 tablespoons sugar.

Over The Lines

with Becky



You and your first grader . . .

When August dawns, school bells seem to ring faintly, and busy mamas begin sewing woolen jumpers, patching blue jeans, and shopping for sturdy oxfords. For mothers of older children, this annual ritual is "old hat," but the mother of a first grader faces it with mixed emotions: It's fun to see her six year-old's enthusiasm when he talks of school, but she knows the house is going to be lonely without him—and that now she must share him with others he'll meet along the new path he's ready to travel.

If you have the "first-grade blues," shake the doldrums of the last few weeks before the opening of school and help prepare your child physically and emotionally for a happy bout with the outside world.

Send him to school legally. The pre-school clinic you attended last spring instructed you in your legal obligations to your child and his school: necessary immunizations, etc. If you still have questions, you'd better pay a visit to the school principal or county superintendent right away.

Send him to school safely. If your first-grader will ride the school bus, spend these last few weeks playing games with him on school bus safely. Drill him again and again on safety rules. Tell him how to get on and off the bus safely; teach him to obey the driver (and other authorities to whom you are now entrusting him); teach him to remain seated until the bus stops and to keep his hands and arms inside the bus; drill him on the importance of talking softly in the bus so he can understand the driver's instructions; teach him the difference between his left and right hands, and then tell him to walk on the left side of the road, if there's no sidewalk; teach him to look carefully for cars before crossing the road.

Send him to school in good health. Have your family doctor give him a good physical check-up before he enters school; correct any defects he might have, such as bad teeth, defective eyes. Send him to school with healthy breakfast in his tummy after he's had from 11 to 12 hours sleep.

Send him to school mannerly. Teach him well the rules of consideration and kindness that he may win friends in this new world he's entering. Help him to understand that good health habits (such as cleanliness, pride in the way he looks) are not only important to his physical well being, but that they also make him more appealing to others. And impress upon him the importance of respecting school property, just as he has been taught to care for the furnishings in his home.

Send him to school happy. This you can do by creating a happy, secure home for him to return to at the end of a school day.

Send THIRTY-FIVE CENTS in coins (no stamps, please) for EACH pattern to: Carolina Farmer, Post Office Box 42, Old Chelsea Station, New York 11, New York. Add FIVE CENTS for EACH pattern for First Class mailing.

Late Summer Into Fall

—Graceful step-in dress with yoke and buttoned bodice; slimming flared skirt. Pattern in Sizes 14½-24½. Size 16½ takes 3½ yards 35-inch fabric.

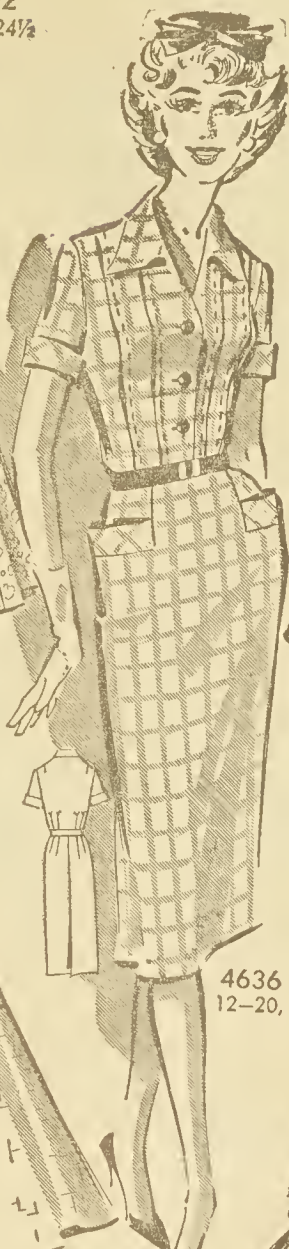
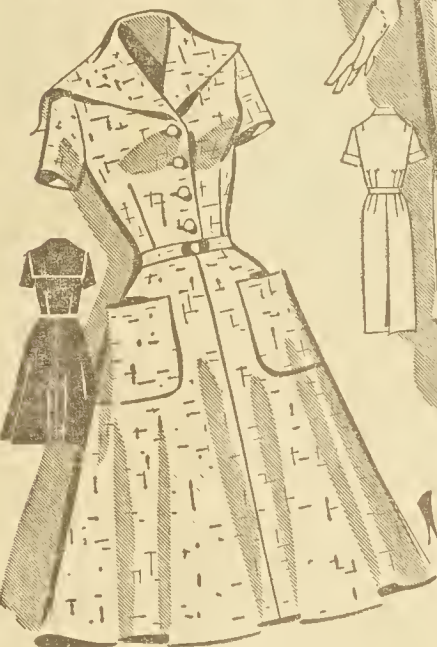
—This neat fall casual dress has unusually pretty bodice and buttoned; slim skirt has handy pockets. Pattern in Misses' Sizes 12-20; 40. Size 16 takes 3½ yards 35-inch fabric.

—Ideal cover-up for apron chores. Sew apron print with contrast lining. Printed Pattern in Women's Sizes Small (36, Medium (40, 42); Large (46); Extra Large (48, Small Size; 2 yards 35-

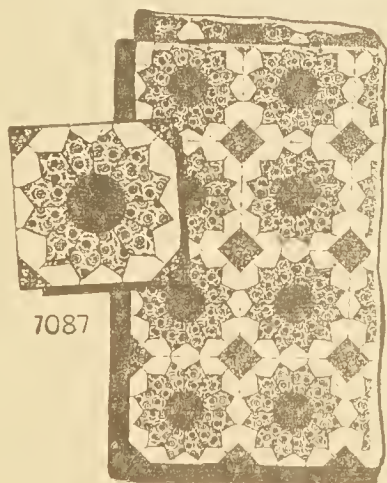
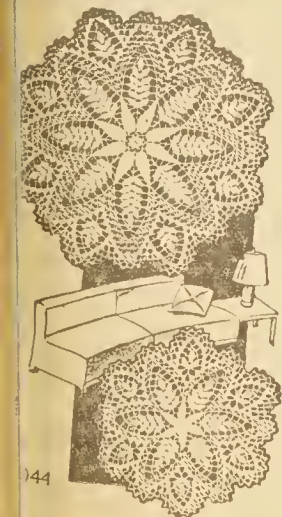
—Neat and slimming for shorter, fuller figure. Pretty collar, cuffs; flared hip pockets. Printed Pattern in Half Sizes 14½-16½. Size 16½ takes 4¾ yards 35-inch fabric.

—Buttoned bodice is accented by wide, graceful collar. Skirt is 4-gored. Printed Pattern in Misses' Sizes 10-16. Size 16 takes 5½ yards 35-inch fabric.

—Schoolltime favorite. Skirted dress is topped with rawstring jerkin! Size 16 takes 3¼ yards 35-inch fabric; jerkin 1 yard.



NEEDLE NOVELTIES



7087. Gay sunflower quilt if you make centers brown, petals in tones of yellow. But equally pretty whatever your choice of colors. Chart, pattern of patches, directions. 7044. One doily in fern design makes a choice gift; a set of three is lovely for a buffet. Crochet directions for two doilies, sizes 13 and 19 inches in No. 30 cotton. Send TWENTY-FIVE CENTS (in coins) for EACH pattern to: The Carolina Farmer, 243, Needlecraft Service, P. O. Box 162, Old Chelsea Station, New York 11, N. Y. Add FIVE CENTS for EACH pattern for First Class mailing. Send an additional 25c for Needlework Catalogue.

Rural Exchange

RATES: 15c PER WORD CASH WITH ORDER. NO STAMPS. MINIMUM AD—\$3.00

• OF INTEREST TO WOMEN

BANDANA BLOUSE PATTERN GUIDE. Makes all sizes. No buttons, no zippers. Sew in five minutes. 15c. Send coins. Emanuel, Box 46761N, Los Angeles 46, Calif.

STAMPED LINENS FOR EMBROIDERY OR PAINTING. Buy direct from manufacturer and save. Send for FREE catalog. MERRIBEE, 16 West 19th St., Dept. 721, New York 11, N. Y.

\$500 FOR YOUR child's photo, if used for advertising. Send photo for approval. Returned promptly. ADVERTISERS, 6000-CNZ Sunset, Hollywood 28, Calif.

MAKE MONEY addressing envelopes, postcards, for advertisers at home! Full or sparetime. Explanatory literature, free! Cove, Box 1524, Greensboro, N. C.

\$200 MONTHLY POSSIBLE, Sewing Baby-wear! Fast, easy, big demand! No house selling! Send stamped, addressed envelope to: "Cuties," Warsaw 160, Ind.

CHURCHES, LODGES, CLUBS & ORGANIZATIONS RAISE MONEY EASILY selling Frazier's High Quality Vanilla and Lemon Flavor for Home Use. We ship on credit and give you time to sell before paying. Send post card or letter for full information today. Liberal Profits. Frazier Extract Company, Box 1132, Winston-Salem, N. C.

• WANT TO BUY

POEMS WANTED FOR NEW SONGS and Recordings. Immediate consideration. Send Poem. SONGCRAFTERS, Lyric Department, Acklen Station, Box 6145, Nashville, Tenn.

DO YOU HAVE an old auto, motorcycle, truck, or steam tractor, or any old N. C. license tags stored away? Highest prices paid for early models. Write price wanted to J. J. Malpass, Burgaw, N. C.

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KILL SUBMERSED water weeds which foul up motor propellers, tangle fishing gear and choke irrigation ditches with R-H Granular Weed Rhap. Inexpensive, easy to use, sure results. For details write Reasor-Hill Corporation, Box 36E, Jacksonville, Ark.

KILL BITTERWEEDS, wild onions, and dog fennel with R-H Weed Rhap at low cost. Will not injure grasses, grains, cattle, or other animals. Call your dealer, or write Reasor-Hill Corporation, Box 36E, Jacksonville, Ark.

KILL BRUSH at low cost with amazing R-H Brush Rhap. Will not injure grasses, grains, cattle, or other animals. See your dealer, or write Reasor-Hill Corporation, Box 36E, Jacksonville, Ark.

• MISCELLANEOUS

NEW BATHROOM DEODORIZER. Hangs on wall. Banishes odors bathroom, kitchen. Lightning seller. Samples sent on trial. KRISTEE 100, Akron, Ohio.

SUBSCRIBE TO GOVERNMENT SURPLUS WEEKLY. Lists all sales. Buy Jeeps, Tractors, etc. direct from Government. Next 10 issues \$2. Government Surplus, Paxton, Ill.

PAINT—FACTORY PRICES. FREE SAMPLES. Outside white and colors. Guaranteed against peeling. Snow White Paint, Dept. CF, Toledo 2, Ohio.

RESTORE all broken items to their former beauty and usefulness with Leech Fluid cements and glues. Complete stock carried by State Distributor. Orders shipped promptly. Send orders to A. R. Sales Company, Box 1634, Raleigh, N. C. Telephone Temple 2-8729.

NATIONAL MINERALS plus Antibiotic Bacitracin save feed. Less fever and colds. Stops Dysentery from cholera shots and enteritis. Controls disease growth bacteria in stomach. A boost for weak animals help overcoming stunting for fast recovery. Ask dealer or order direct. Accept no substitutes. National Hog Medicine Company, Box 1634, Raleigh, N. C. Telephone Temple 2-8729.

MAILBOX NAMEPLATES. Four Colors, any lettering. Free Catalog. Name address stencil \$1. Moore Sales, 14008 Tacoma Avenue, Detroit 5, Mich.

• POULTRY

SPECIAL OFFER! HEAVY BREED COCK ERELS C.O.D. \$4.95 per 100 (Postively No Leghorns). **SPECIAL WHITE ROCKCROSS COCKERELS** \$6.95—100. Assorted Heavies our choice sex, breed \$5.95 per 100. Fine heavy breeds guaranteed Straight Run \$8.95—100. **DELUXE Laying Strain** New Hampshire, Rhode Island Reds, Barred Rocks, White Rocks, Wyandottes Straight Run \$11.95—100. **Red-Rock Sexlink Crosse** \$12.95. **High Production Heavy Breed Pullets** \$21.95—100. **FAMOUS EARLY LAYING STRAIN WHITE LEGHORN** Pullets (Large English Type) \$28.95—100. **Straight Run** \$12.95—100. **Buff Rocks, Orpingtons, Silverlaced Wyandottes, Black Giants, White Giants, Light Bahamas Straight Run** \$15.95—100. **Pekin Ducklings** 12—\$4.75. **Bronze or White Holland Broadbreasted Turkey Poults** 15—\$12. **Small Beltsville White Turkey Poults** 15—\$9.75. **Gosling** 6—\$9. **Live Delivery Guaranteed. 100% Bloodtested. RUBY BABY CHICKS,** Dept. NCRA-3, Norfolk, Va.



• ANNUAL MEETINGS

BOONE. Blue Ridge Electric Membership Corporation. September 13, Field House Appalachian State Teachers College, 2 p.m. FREE PRIZES.

MOCKSVILLE. Davie Electric Membership Corporation. September 6, Masonic Picn Grounds, 10 a.m. FREE PRIZE SPEAKER.

MONROE. Union Electric Membership Corporation. August 9, Benton Heights High School Gymnasium, 9:30 a.m. Alonzo Edwards, Executive Vice President, N. Farm Bureau, will speak. FREE PRIZES.

ROCKINGHAM. Pee Dee Electric Membership Corporation. August 15, Rockingham Ball Park, 7 p.m. Rep. Paul Kitchin will speak. FREE PRIZES.

WAYNESVILLE. Haywood Electric Membership Corporation. August 30, E. Waynesville Elementary School, 10 a.m. William T. Crisp, Executive Manager, T.heel Electric Membership Association, will speak. FREE PRIZES.

603,000 Readers—you can reach all of them for as little as \$3 in the Carolina Farmer Rural Exchange

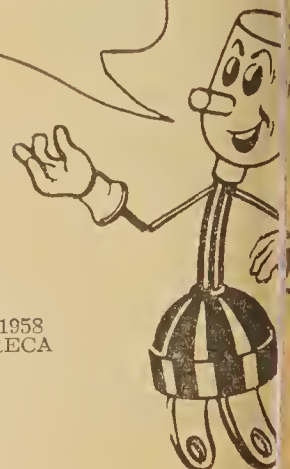
To: The Carolina Farmer, Box 1699, Raleigh, N. C.

Gentlemen:

I am enclosing \$..... for the following ad to run in the RURAL EXCHANGE of THE CAROLINA FARMER for issues. (15c per word per issue—\$3 per issue minimum.) (No.)

.....
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.....
.....

Name Address
City State



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NRECA

FAIR ENOUGH

A woman waiting at the door ready to go to the store had her arms full of coats, and four little children at her side.

Her husband, coming down the stairs, asked why she was standing there. She replied, handing him the coats, "This time you put the children's coats on and I'll go honk the horn."

TOO BAD

The lovely young model was looking very glum. "What's the matter, Donna?" asked the photographer.

"It's my boy friend," Donna explained. "He's lost all his money."

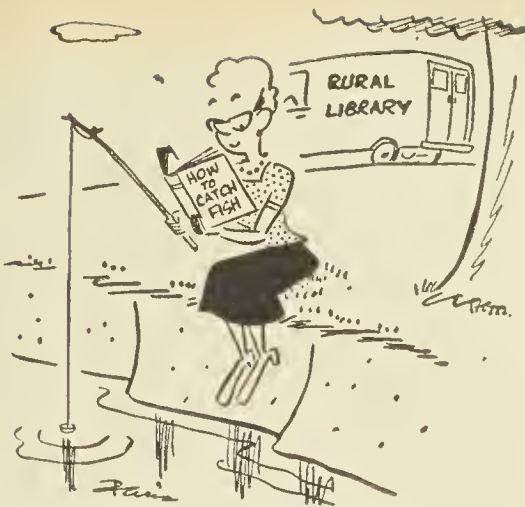
"Oh," said the photographer with sympathy. "And I bet you're sorry for him."

"Yes," said the model wistfully. "He'll miss me."

BUSY GUY

A motorist, after being bogged down in a sticky road, paid a passing farmer \$10 to pull him out with a team. After he was on the road again, he remarked to the farmer, "I should think that at that price you'd be pulling people out of this stuff day and night."

"Nope," drawled the farmer, "at nights when I tote the water for the holes."



Hale!

WISE CRACKS

... By the time he whispers, "We were made for each other," she's already planning alterations.

... Today's housewife enjoys cooking—especially when it's done by the chef at one of the better restaurants.

... Anybody who thinks he doesn't need a psychiatrist these days should have his head examined.

... Money talks as much as ever, but what it says nowadays makes less cents.

... This is the time of year people load their cars with children, relatives, the cat and dog, the radio and tv set—and take it all with them. This is called "getting away from it all."

NICE COMBINATION

A girl was talking about her two boy friends. "If I could combine them," she said, "I'd be the happiest girl in the world. John is gay, suave, rich, handsome, and witty; and Bill wants to marry me."

SIMPLE SOLUTION

There's the one about the busy executive who went to a psychiatrist and complained he found little men running around under his bed every night. The doctor shook his head sadly.

"This is a very serious problem," he said. "It may take years of analysis. Let me know when you are ready to start."

Some weeks later the analyst ran into the executive and asked why he had never returned.

"Well, I just couldn't afford the time, doc," said the executive, "so I got rid of those little men by myself. I cut the legs off my bed."



le said he was going to put his feet up for a minute—that was twenty years ago."

"Well, all your farm machines let you sit while you work."

The Victim Paid

Some reputable newspapers have taken the Internal Revenue Service to task for its recent decision ordering power companies to stop deducting political advertising from their tax returns. These papers claim that it is an infringement on freedom of speech.

We feel that the conclusion is based on a misunderstanding of the facts. The Revenue Service did not say that power companies could not advertise to influence legislation.

It said, as it has said to the general public all along, you can't make the rest of the taxpaying public pay for advertising your pet political philosophy. Advertise if you will, but don't deduct it.

Some months previously, the Federal Power Commission ruled that the companies could not use the cost of political advertising in calculating their interstate wholesale rates, which are the only rates FPC regulates. The companies had been doing this, and they still are in North Carolina and other states where local regulatory commissions have not ruled against it.

The practice of including advertising as an operating expense has the effect of charging the customer for the message. FPC's ruling, which is consistent with the government's traditional approach to advertising, is simply this:

If the message is to sell a product or service, it is a legitimate cost of doing business; if it is to influence legislation, let the owners who desire the legislation pay for it out of profits. It seems fair, since an owner's self-interest is not likely to be that of a customer, unless they happen to be the same person.

Rural electric cooperatives, which are wholesale customers of power companies, are frequently targets of the companies' political advertising. It is patently unfair to make the victim pay for his own destruction.

Power companies have pointed a finger at the cooperatives, and their statewide publications, to justify their own handling of advertising designed to influence legislation.

We don't deny that one purpose of the *Carolina Farmer* is to influence legislation that would serve the interests of rural electric cooperatives. But the difference is this:

The customers who pay for the message are also the owners, endowed with all of the decision-making power that ownership connotes.

The Good Ol' Summer Time . . .
(IN WASHINGTON)



TARIFF VIEWS

By

William T. Tamm

Any time a thickly-settled area is taken away from an electric or telephone cooperative—in favor of a commercial power or telephone company—you, the remaining members of the co-op, have a "tougher row to hoe."



That is why both the electric and telephone co-ops fought as hard as they did last year to prevent Central Telephone Company from invading the service territory of Randolph TMC.

That is why the co-ops are going to fight the effort now being made by Carolina Power and Light Company to take away those members of Pee Dee EMC who live in the Knob Hill section of Rockingham. (See *Carolina Farmer*, July, 1958.)

What, precisely, is *your* stake in such a controversy? Your stake is simply this: You and all other co-op members must bear the expense of operating and buying your electric system. The more thickly-settled service areas are necessary to keep expenses down in serving the thinly-settled areas.

Indeed, there is many a co-op member right now who would never have

received service in the more remote sections of the state if there hadn't been enough members in the nearest sections to make the entire undertaking practical.

If your co-op is robbed of these better-located meters you will suffer more than a loss of several co-op members. You will suffer a serious threat to the economic well-being of your whole enterprise. Given the loss of several such areas and a co-op will be in real financial trouble.

Is it fair for a co-op, when no one else would rise to the need, to go into an area and electrify it, thereby making it more attractive to later home builders, and then have to give it up merely because a city expands its limits? This is a question that is going to be tested in the Pee Dee vs. CP&L case in Rockingham. It is a question of the most importance to every cooperative in North Carolina.

Each year that passes, more and more of our co-ops are confronting this problem. As areas build up near existing towns it is inevitable that some of them will be annexed.

We need to arrive at a logical, common-sense solution to this problem—a solution that has regard for the rights and interests of the towns, the co-ops, and the power companies.

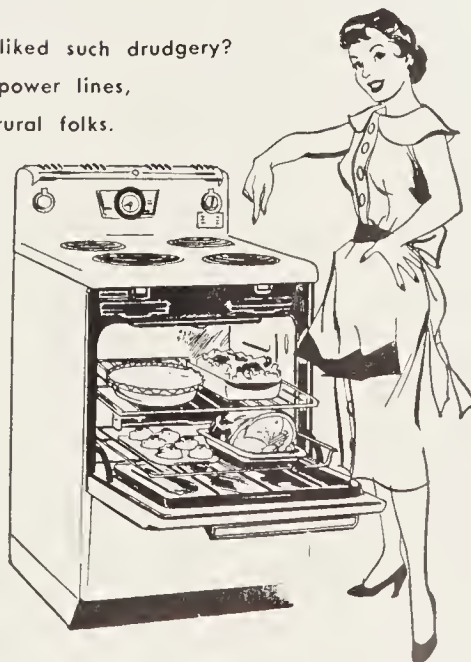
I Baked And Ironed On... BEDLAM TUESDAY



Blue Monday was bad enough,
But oh that Bedlom Tuesday.
Whot o sight I was
Chorging in ond out that steamy kitchen
furnace
Just long enough to check the toa-hat
stove,
Or heat the too-cold iron.
Kitchen over-flowing with fresh-baked
breod,
Fresh-ironed clothes strung over the living-
room.
(Might as well get both chares done
with Old Smokey blazing away).

Did anyone believe we liked such drudgery?
And yet there were na power lines,
No electric service—far rural folks.

Until we gat togetherr, neighbar with
neighbar,
And found we weren't really powerless.
We borrowed money and formed a
business of our own.
Non-profit—except for daily dividends.
Now in my caol, electric showplace
kitchen—I'm a queen
Giving orders to my appliance servants.
Thanks to a lucky star?
I know better. Thanks to our Rural
Electric Co-op.



HELP US KEEP THE THINGS WORTH KEEPING

Speech is free for the asking, here in America. But it's not free for the *keeping!* Protecting our American heritages costs money—a great deal of money.

It takes money for strength to keep the peace. Money for science and education to help make peace lasting. And money saved by individuals.

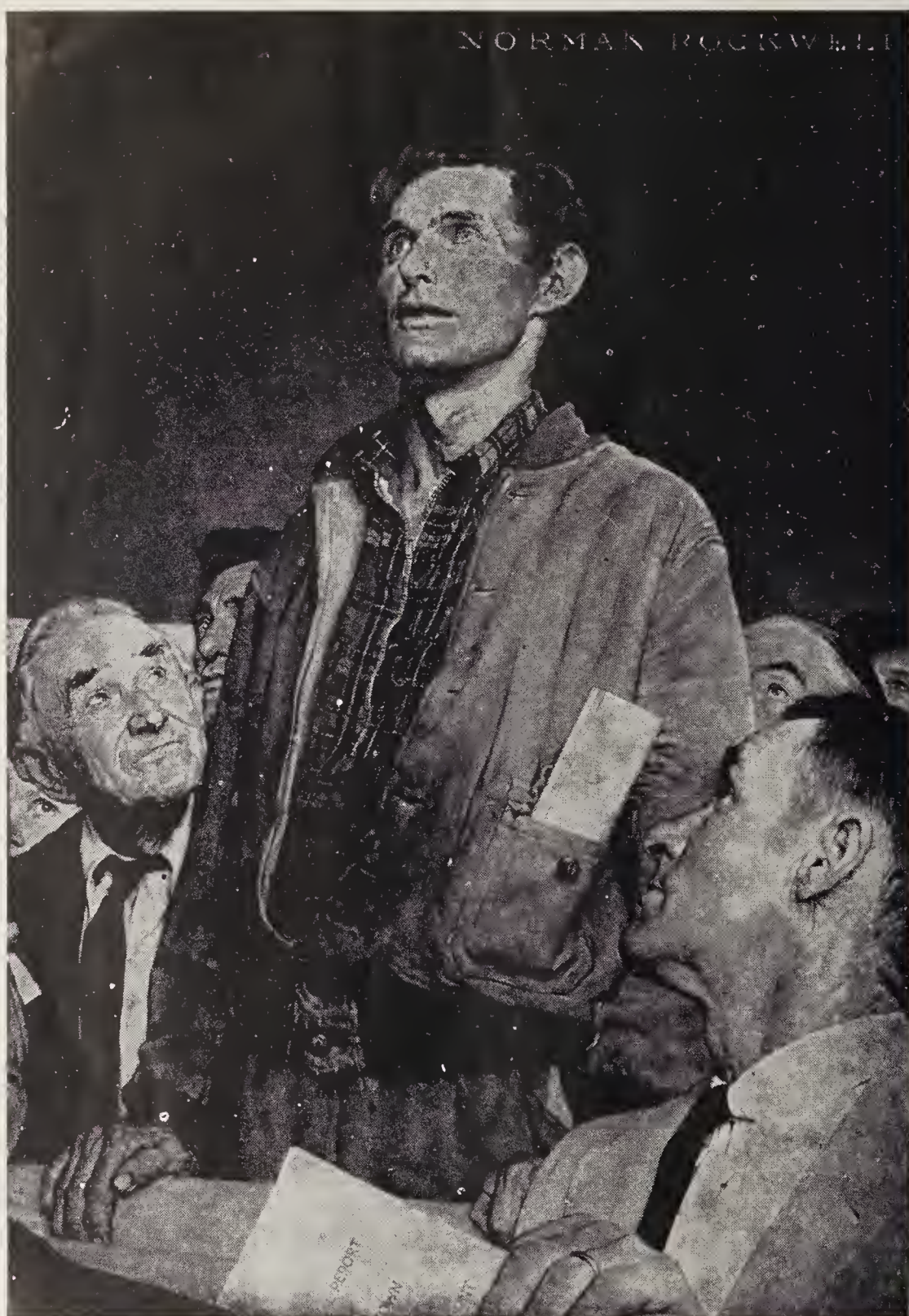
Your Savings Bonds, as a direct investment in your country, make you a Partner in strengthening America's Peace Power—helping us keep the things worth keeping.

Good cash investment, too. Put 3 dollars into Series E Bonds—take out 4 in just 8 years, 11 months.

Safe. Both interest and principal guaranteed by the U.S. Government. Every Bond recorded, so if it's lost, stolen or destroyed it can be replaced, free.

Automatic saving. The Payroll Savings Plan is the *automatic* way to save for the big things in life. Look at the chart. See how easily you can get a nest egg!

HOW YOU CAN REACH YOUR SAVINGS GOAL WITH SERIES E BONDS (in just 8 years, 11 months)			
If you want about	\$2,500	\$5,000	\$10,000
each week, save	\$4.75	\$9.50	\$18.75
This shows only a few examples. You can save any sum, buying Bonds by Payroll Savings or where you bank. Start your program now!			



HELP STRENGTHEN AMERICA'S PEACE POWER BUY U. S. SAVINGS BONDS

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